

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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IMPORTED BOOKS

Under the New Regulations Based on the Copyright Act, Forfeiture Proceedings Will Follow Violations.

WASHINGTON, July 26.—The Treasury Department has issued the following regulations to customs officers under the Copyright Act of 1909:

"Under the Copyright Act the following articles are prohibited importation:

"First.—Piratical copies of any work copyrighted in the United States. By the term 'piratical' is meant the printing, reprinting, publishing, copying, or reproducing without authority of the copyright proprietor of any article legally copyrighted and on which the copyright is still in force.

"Second.—Articles bearing a false notice of copyright when there is no existing copyright thereon in the United States.

"Third.—Authorized foreign reprint of books by an American author copyrighted in the United States.

"Fourth.—Authorized copies of any book copyrighted in the United States not produced in accordance with the manufacturing provisions of Section 15 of the Copyright Act, except such as are exempted in the said Section 15 and Section 31 of the act.

EXISTING COPYRIGHT IN THE UNITED STATES.

"All books on which there is an existing copyright in the United States are prohibited importation unless produced in accordance with the manufacturing provision of Section 15, whether copyrighted under this act or previous acts.

"Copyrighted books produced in accordance with the manufacturing provisions of Section 16 of the Copyright Act when exported and rebound abroad may be admitted to entry on their return to the United States.

"As copyrighted books are required to be printed and bound in the United States, evidence should be required on entry that such books were exported in a bound con-

dition and not as loose sheets, and that the printing and binding were both performed within the limits of the United States.

FALSE COPYRIGHT NOTICE.

"Imported articles found to bear a false notice of copyright will be detained and forfeiture proceedings instituted as provided in Section 32.

"If satisfactory evidence is not produced to the collector that such imported books were produced in accordance with the manufacturing provisions of Section 15, or are exempt therefrom, the books will be seized and forfeiture proceedings instituted as provided in Section 32.

"Forfeiture proceedings instituted under the Copyright Act will be conducted in the same manner as in case of merchandise seized for violation of the customs laws.

"Authorized editions of copyright books imported through the mails or otherwise in violation of the Copyright Act may, under customs supervision, be returned to the country of exportation whenever it is shown in a written application to the satisfaction of the Secretary of the Treasury that such importation was not due to willful negligence or fraud.

"In any case in which a customs officer is in doubt as to whether an article is prohibited importation under the Copyright Act, the article should be detained and the facts reported to the department for instructions."

POST OFFICE DEPARTMENT WILL CO-OPERATE.

The Treasury also announced the following joint regulations made with the Post Office Department upon the same matter:

"Unsealed correspondence and packages (registered and unregistered) of all kinds which, upon examination, prove to contain articles prohibited importation by the Copyright Act shall be detained by customs officers, who will notify the addressee of the facts of the case. If an application is not made within a reasonable time to the Secretary of the Treasury for permission to return such articles to the country of export,

(Continued on page 15.)

THE POOR RETAILER

His Salvation is to be Found in Co-operative Buying—By Working Together He Can Meet Changing Conditions.

IN an address before a recent meeting of the Missouri Jewelers' Association, Joseph Ebeling, of St. Louis, made an instructive address on a subject that is of interest to stationers. He said:

The men who find the cheapest methods of distributing goods are the men who in the future are going to succeed. We may object till doomsday to the catalogue house, to the department store selling our lines of goods, to large supply houses and jobber-retailer, and they will still go right along and do business and the public will patronize them because they sell cheaper.

TALKING QUALITY TO HOLD OUR OWN.

We have been advised in the past to talk quality and tell our customers such houses did not sell good goods. It may not suit us, but we may as well understand the truth. The class of retailers I have mentioned are simply better merchants than we are. Successful merchandising is simply finding the cheapest way to deliver manufactured articles from the maker to the consumer.

These catalogue and supply houses have found a cheaper method than the old way, and they will not only succeed and gradually force the retailers to adopt the up-to-date modern way, but it is right that they should succeed when viewed in a broad way, recognizing the principle of the greatest good to the greatest number.

It is, in my opinion, a conspiracy for an association to adopt any plan to prevent the public from buying goods as cheap as they possibly can.

Every time we try to prevent a catalogue house from buying goods cheap, we are in reality conspiring to make our neighbors pay more for the things they use, or, in other words, we are preventing the people from having some of the comforts of life

which they need and which they are entitled to have.

PUBLIC SERVICE PARAMOUNT.

A certain class of merchants have adopted a plan of merchandising by which they can supply people with goods considerably cheaper than the average merchant has been selling them, which we must admit is a good thing for the people who have the privilege of buying from them. Now instead of thousands of merchants belonging to the merchants' association of the country, concentrating the power of these organizations in an effort to prevent these progressive merchants from buying so cheaply, would it not be more commendable, more in keeping with the spirit of these progressive times, to utilize this tremendous force we have in an attempt to place ourselves in a position where we can compete with them, where we, too, can furnish merchandise as cheap as it can be had from any other source.

It is useless to attempt to prevent any one from buying goods who is in the market for a large quantity. All these attempts of associations to stop the sale of goods to catalogue houses are simply useless.

CO-OPERATIVE BUYING.

If the retail associations would pull together and spend the same energy in a practical endeavor to place the retail stores all over the country, the small stores in the rural community and small towns, as well as the larger stores in the cities, in a position where they can buy goods on a basis, where they can compete with any retail system on the face of the earth, they could control the retail business and do it in a way that would have the approval of the public and of our courts, for the simple reason that we would be in a position to serve the people better than any other method.

This method is going to be adopted by some one. Shall it be by a combination of retailers, who are already on the ground; or shall it be done by a few great corporations in our cities who will divide the country into districts, parcel it out among themselves and establish a branch store in every community in the country. These concerns have already begun to do this very thing. They can see how easy it would be for them to crush out or buy out at their own price the present retail stores, and once they had a monopoly there would be no cutting prices between branch stores, as they would all be controlled by one management.

Don't you see how much better our retailers' co-operative plan would be. Our branch stores would continue to be owned and conducted by their owners, by men who would become more than ever the leaders in their community and identified with everything that would be for the uplifting of those communities.

The opportunities for this work are so great as to stagger one. Why have we not seen it before? Why don't we take the

initiative, and not wait till we are forced into it by our customers, or, what is more likely, forced out of business entirely to make room for the new order of things by others who are more progressive.

I'll tell you the principal reason why we are so slow to act. It is on account of the selfishness of some of us. Because a few of us have large stores and are buying more or less of our stock on the near jobber's list, we are unwilling to take up with any plan that will make our competitor's position more secure.

AN AGE OF CO-OPERATION.

This co-operation idea is not new. We are simply advocating a new application to the well-established principle. The United States Steel Corporation, which exerts so powerful an influence that it can prevent panics, is an example of co-operation. The jobbers co-operate and can say who shall and shall not buy goods as jobbers. The manufacturers co-operate. But when we get down to the retailer, many draw the line and claim there is no occasion for it—it is too small an affair.

What do the trade papers think about the retailers' case? An editorial in one recently said "the retailers are confronted with competition in meeting which they are at a serious disadvantage because their competitors obtain goods at lower, and frequently much lower prices than they, the retailers, do. On this account they are feeling the necessity of doing something to better their position." And the editor continues by saying: "It is greatly to be desired that the jobbers and manufacturers should in some way come to their relief." This looks as if the principal journals of the country also thought that there is something the matter with the retail business, and they can surely be classed as experts on the situation.

A successful jewelry jobber said in my presence some months ago that, in his opinion, there would be a great change in retailing goods in the next few years, and that the business (except the smaller part of the trade in inland towns) would be done by the big stores organized with large buying powers, and the day of the average retailer, as we know him today, is about passed.

THE ONLY ALTERNATIVE.

Conditions are becoming worse. Everything else has been tried, but no relief has been found. Conditions continue to grow worse. We have tried to shut off the catalogue houses from the source of supply. We have refused to patronize jobbers who retail.

At the meetings of the National Association we have been urged not to handle goods sold by people who were in a position to supply the consumer at a lower price than we could. What has been the result?

The catalogue houses are flourishing as never before in the history of the country. Semi-jobbers and supply houses and department stores are multiplying on every hand.

The profitable trade is drifting to these people because they can make the price.

When manufacturers find that a competitor by more up-to-date methods is able to produce goods at a less cost than they can, did you ever hear of an attempt on their part to force this man to keep his price up to their levels? No, they get busy and adopt more modern methods and place themselves in a position where they can compete with all comers, and we know this is the only way, the commonsense way, the right way. This principle holds good in every competitive game, always has and always will.

Now some of us, in fact humanity in general, do not like to admit disagreeable truths. We also do not like to change the old way.

POWER OF ORGANIZATION.

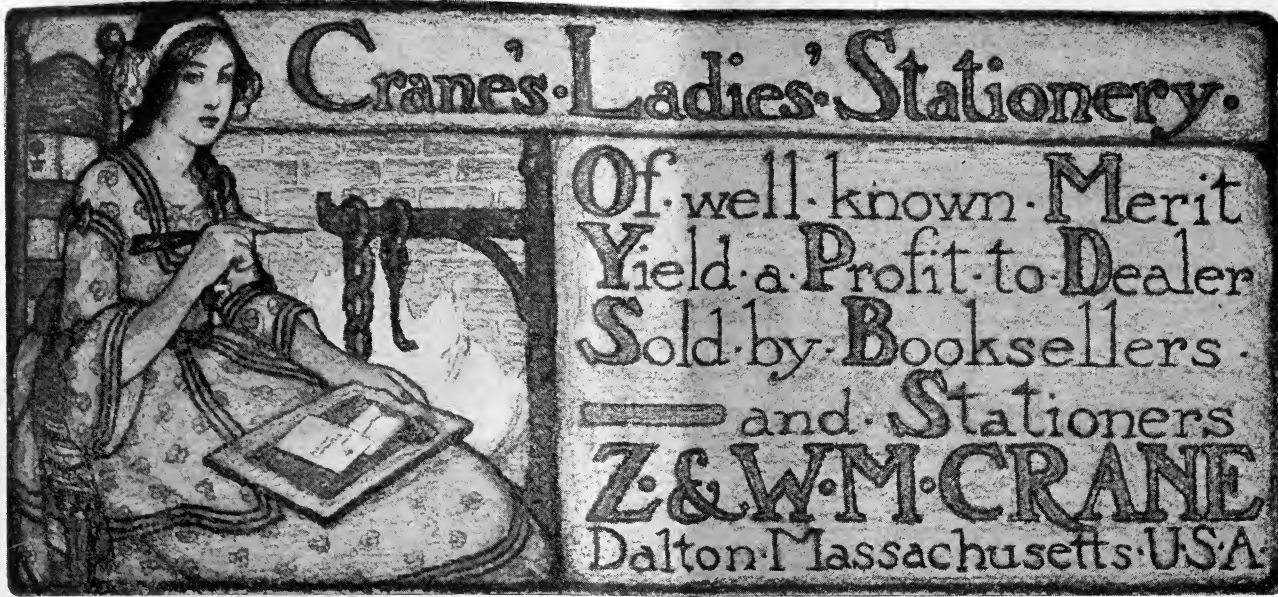
We have a tremendous power for good in these great organizations of retailers, and if we use it rightly we can place ourselves in an impregnable position. Not by foolish combinations to force our large competitors to raise their prices up to ours, but through co-operation, by buying our goods so that we can keep our prices down to theirs.

The thing we want to accomplish is right and just what the people want: that is, the retail stores to continue as they are—operated by their owners. But there is this condition that the public imposes. While they undoubtedly prefer these stores to be operated by the owners themselves, they are insisting that they be operated on a plan whereby goods can be supplied practically as cheap as they can be had from any other source.

This is not an unreasonable demand, and if we want to do business with the public in the future we must meet the condition. Unless we change our methods the great commercial houses will soon have a chain of stores established in every community, and after they are well established they will have so much the advantage of us in their buying power that it would be impossible for us to regain our position, once it was lost.

We are in a much stronger position than these outsiders at present if we will act. We are on the ground; we know our people, we are a part of the community, and all we need is to be able to sell our neighbors what they want, as cheap as any one else can, and we can keep the business. Do not allow yourself to be side-tracked on this matter by those who, for selfish reasons, do not want to see any change, nor by those timid ones who always discourage a new venture. You have the opinion of some of the best men in the country that co-operative buying is the only salvation of the retailers.

The time has now come when we need no longer submit to the humiliation of being obliged to confess to our customers that we cannot meet the price of some of our competitors because we are not as good buyers as they are.



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

TYPEWRITER RIBBONS and CARBON PAPER

We can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

MITTAG & VOLGER, Inc.

SOLE MANUFACTURERS FOR THE TRADE

Principal Office and Factories, PARK RIDGE, N. J.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.

**DO YOU SELL "BERLIN'S"
 QUALITY FIRST STATIONERY?**

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

BERLIN & JONES

SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

TRADE CHANGES

Quaker City Stationers Are Interested in the New Move of the Stuart Brothers Co. and in Forthcoming Changes.

(From our Regular Correspondent.)

PHILADELPHIA, July 26.—At least one of the important developments foreshadowed last week by THE AMERICAN STATIONER has taken place. The Stuart Brothers Company has taken a lease of the property 410 Market street, immediately adjoining to the east its old stand at 412 and 414 Market street, and is already preparing to take possession. For the present, at least, the company will therefore have three adjoining fronts, the largest enjoyed by any house in the city.

Occupancy of 410 Market street by the Stuart Co. is of peculiar interest, because this was the home of the ill-famed Owens-Storer Blank Book Company, and so when, at the end of the month, the store is reopened, John Storer and William R. Owens and Joseph Young, who, a little more than a year ago, left the Stuart Brothers Company to establish themselves in business, will return to that store again, but in their present capacity of returned Stuart Brothers Company employees. The company's lease on 412 and 414 Market street will expire towards the close of the year, and its plans for that time in view of the acquisition of the adjoining property are not yet announced.

ANOTHER CHANGE COMING.

Announcement of the other change referred to, a reorganization of the personnel of a leading house, is not yet ready. But the informed ones are saying that a still greater change is impending, the organization of an entirely new manufacturing concern of great importance. The plans of this

new enterprise, it is expected, will be announced shortly.

Meanwhile a formal notice has been given that, on August 14, application will be made for a charter for the Wylam Manufacturing Company, whose purpose will be to manufacture tags, labels and paper articles of every description. The incorporators will be Clinton W. Wylam, Winfield Challenger and John H. Hoover.

A PEN AND PENCIL WINDOW EXHIBIT.

A doubly attractive show is being given in

in its typical mid-summer dulness. But there is no jobber nor retailer who is not entirely satisfied with the prospect of activity which fall days hold out. The only activity at the present time is in outdoor sporting goods and of these the sales are larger than ever before. E. R. G.

A Winning Baseball Team

We show herewith a picture of the baseball team of the Abram Book Company, of Rocky Mount, N. C. The team is a mem-



BASE BALL TEAM OF ABRAM BROS. CO., OF ROCKY MOUNT, N. C.

the window of the new William R. Gordon store. Side by side are two pretty young ladies, the one grading and assorting the C. Howard Hunt Round Pointed Pens, the other finally inspecting and sharpening for the market the Blaisdell paper pencils. The interest the public takes in any working exhibition is attested by the large throngs before the windows.

Commercial stationery business continues

ber of a four-team City League, and is battling for a beautiful silver loving cup, kindly donated by the sporting goods house, A. J. Reach Company, Philadelphia. The team is well up in the race and has a good chance of winning.

One block of attractive show windows will change the merchandising center of a town.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES
WHITING PAPERS ARE STANDARD

THE COMPLETE LINE

of Whiting's Standard Papers thoroughly covers the wants of those catering to the best trade. It comprises Fine Correspondence, Wedding and Mourning Stationery, Visiting Cards, Papeteries, Typewriter Papers and Tablets in a variety broad enough to supply every requirement.

Out of own buyers are cordially invited to call, and a visit to our salesroom will in itself prove a liberal education to the stationer who has not seen this season's novelties.

Whiting Paper Company

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

TOWER

MANUFACTURING & NOVELTY CO.

306-308 BROADWAY, NEW YORK CITY, N. Y.

WHOLESALE STATIONERS



PAPETERIES



Our new line of **Papeteries** is considered the best assortment on the market to-day, selling from **Five Dollars** per hundred to **One Dollar** each.

If it is anything in Stationery we have it



You Cannot Sell What You Haven't In Stock

If you are not carrying a sample line of our

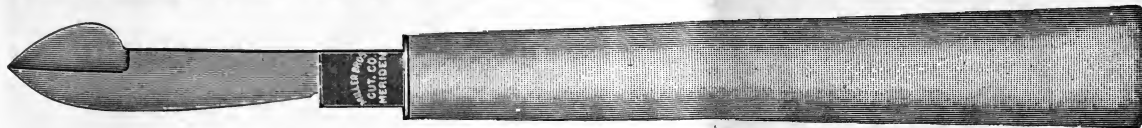
**Cash Boxes, Bond Boxes, Document Boxes,
Voucher Files, etc.,**

it's up to you to put in a supply. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality

goods—Square Deal Policy—make our lines most desirable. FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

Merriam Manufacturing Co., - Durham, Conn.

MILLER BROS.' INK ERASERS are the Standard



Made in
different shapes
and handles
of all styles

For sale by all leading Jobbers and Commercial Stationers

Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.



ACTUAL SIZE
6 on a card—6 cards in a box

EBERHARD FABER, New York

NOT COMPLAINING

Boston Stationers Are Busier Than Usual at This Time of Year—Convention of Advertising Men Next Week.

NEW ENGLAND OFFICE: THE AMERICAN STATIONER, 127 Federal St., Boston, July 27, 1911.

While there has been a general complaint among those engaged in other lines of business about trade conditions, local stationers are enjoying a trade much better than usual at this season of the year. Of course this is confined largely to trade on seasonable goods, and the extreme summer weather followed by moderate temperature has struck the public with a purchasing fever. Counter sales have been fair during the past week, but the greatest demand continues for sporting goods, photographic supplies, post cards, etc. The only branches of the trade now quiet are those of commercial stationery and social stationery, though it is expected that business on the former will pick up with a rush within a few weeks.

ADVERTISING MEN TO MEET.

Next week will open here with the greatest aggregation of money spenders this country has ever known. It will be the annual convention of advertising men from everywhere, and from the opening gun at nine on Tuesday morning until the close on Saturday night there will be some-

thing doing every minute. It is expected that at least 15,000 will attend, and the programme has been so arranged that the talks and discussions will be held in various halls in the city, so any one can take in the talk he is most interested in without having to wait for hours listening to talks on subjects not to his taste. This arrangement assures everyone of getting the meat of just what he wants. During the convention the annual meeting of the Federation of Trade Press Associations will also be held. Anyone having any doubts that advertising pays and is the motive power of business today, will be convinced of his error by visiting Boston next week.

R. S. Bauer, of Lynn, Mass., is the first member of the stationery trade in this country to soar over the heads of the populace in an airship. He accomplished the feat with Harry Atwood a few weeks ago, when they flew over Lynn and Nahant, just prior to the latter's starting for New London, from where he made the flight to New York. Bauer has been soaring ever since, and it would not be surprising to see him land at the Buffalo convention via the air.

A CONTINUOUS FLOW OF INK.

The L. E. Waterman Co. have an advertising device in its window showing ink continually flowing from a bottle into a bucket. It has attracted big crowds, and it is interesting to note the opinions of the

individuals as they solve how the ink gets into the bottle.

Frank W. Bailey, of the Thorp & Martin Co., is on a trip to his old home in New York State, where he will rusticate from business cares for several days.

W. J. Chaplin, local manager of the L. E. Waterman Co., has deserted his farm at Hanover for a two weeks' vacation at Hyannis, Mass., way down on the Cape.

The inseparable pair, F. M. Brown, representing Eberhard Faber, and Al Streider, representing Boorum & Pease, arrived on scheduled time, and are here this week booking orders for their respective concerns. It is yet to be learned of a dealer who has been able to pass up this pair without giving them an order. With their wireless apparatus in working order each tips the other off when the dealer is in a receptive mood, and instead of only facing one the dealer suddenly finds himself confronted with two rapid-fire talkers, and the only way he can pass up giving an order to each is to pass up the pleasures of life. Thus is accounted for the "Smiles that don't come off."

Everywhere today to the question "Who is due here this week?" the reply was "Charlie Wadham." This shows how the representative of Z. & W. M. Crane, of Dalton, Mass., has indelibly impressed himself on the minds of the local trade. He is due here August 1. A. A. TANYANE.

Thanksgiving Novelties

*Very suitable
for this
distinctively
American
holiday.*

Subjects singularly original and pleasing. Designs of character and beauty, which sell themselves.

GIBSON—The Incomparable Line

Dealers, GIBSON goods mean quick sales and satisfactory profits. If you have not given your order, do so at once.

THE GIBSON ART CO. :: CINCINNATI

ESTABLISHED 1850

Note:—CINCINNATI. We have no New York Office



EXCLUSIVE PATTERNS

IN

School Bags, Pencil Boxes and Incidentals

FOR THE SCHOLAR

SPECIALTIES AND NOVELTIES FOR THE STATIONERY TRADE



A. L. SALOMON & COMPANY

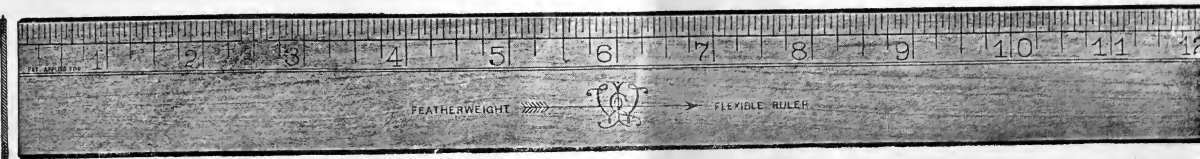
Wholesale Stationers

Aluminoid Pens

345-7 BROADWAY, NEW YORK



THE FEATHERWEIGHT FLEXIBLE RULERS



Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same. WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.
OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.

"LADDER"
FEED
BENEATH

"SWAN SAFETY"

THE FOUNTPEN OF QUALITY

There is no question about the goodness of the "SWAN." The feed is perfect. The LADDER underfeed with its comblike interstices holds the ink so there is no fear of blotting. The GOLD TOP FEED keeps the nib wet with ink and prevents skipping. The two features combined make for a perfect flow of ink. STEADY and even without blots or skips.

PROVE THIS FOR YOURSELF. LET US SEND YOU A SAMPLE.

You know M. T. & Co.'s gold pens. They are fitted to the

GOLD TOP
FEED
ABOVE

"SWAN SAFETY"

Prices from \$2.50.

Our terms are attractive.

MABIE, TODD & CO.  17 MAIDEN LANE, NEW YORK
209 STATE STREET, CHICAGO
124 YORK STREET, TORONTO

USE
SWAN
INK



We Have Moved Our Brooklyn Factory and New York Office and Salesrooms to

316 HUDSON STREET (Near Spring Street)

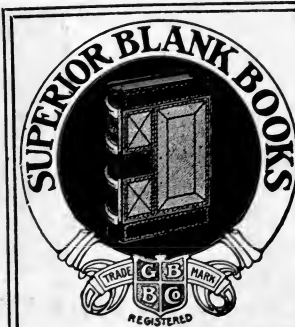
OUR NEW TELEPHONE NUMBER IS 7697 SPRING

A Complete Stock of All Numbers on Hand

GRESHAM BLANK BOOK COMPANY

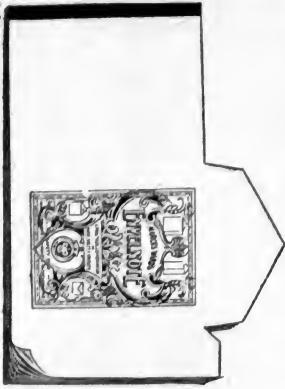
"SUPERIOR" BLANK BOOKS

316 HUDSON STREET :: NEW YORK



MARCUS WARD'S "ENVELNOTE" TABLET

(PATENTED)



The "Envelnote" is the only practical combination of note sheet and envelope. Put up in tablet form with blotter included. Each containing 25 "Envelnotes" creased and gummed, ready for mailing. Made in a variety of papers including "Art Fabric," white, blue or gray. The "Envelnote" tablet is an indispensable article in the traveler's outfit.

Can be retailed at a popular price. Send a sample order, which can be shipped immediately upon receipt.

NEW YORK SALESROOM
369 Broadway
Telephone, 1763 Franklin

MARCUS WARD COMPANY
"Royal Irish Linen"

OFFICE AND FACTORY
116-124 39th St.
Brooklyn, N. Y.
Telephone, 304 Bay Ridge

NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

8 Sizes
Retail
from
\$1.50
to
\$3.50.




OPEN

Plain,
Chased
and
Gold-
Mounted.

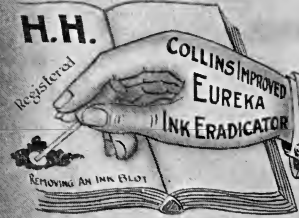
Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York




COLLINS EUREKA INK ERADICATOR

REMOVES INK FROM PAPER AND CLOTHING
Made in two sizes to retail for 25¢ & 35¢
AT ALL JOBBERS
The Collins Ink Eradicator Co. HOBOKEN, N.J.



A. W. Faber's "CASTELL" Pencils

OLDEST AND LARGEST PENCIL FACTORY.



Packed in Beautiful Lithographed Metal Boxes

The Finest Pencils in the Finest Packing

A. W. FABER Established 1761 NEWARK, N. J.

TRADE ITEMS

Business is seasonably slow in most places, still there is no complaint being made, as the average volume of trade is being done by stationers. But while things are now quiet everybody is optimistic about the outlook for the fall. Further mention on this subject will be found in an editorial on page 20 of this issue.

The Robert Clarke Book Store, Stewart & Kidd Company is the full title of the concern heretofore known as The Robert Clarke Company, of Cincinnati. The personnel of the concern remains the same. Stewart & Kidd is the corporate name and The Robert Clarke Book Store is patented. All mail addressed to The Robert Clarke Company will be received by Stewart & Kidd.

The Greenman Stores Company, of Boulder, Col., is constructing a thoroughly modern two-story brick store building near the main entrance to the campus of the University of Colorado for a branch store. The new store is to be opened about the first of September, and will be known as "The University Store," and is to have a soda fountain, besides carrying a general line of text-books and students' supplies. Such buying as is done direct will be in the name of The University Store, so as to insure proper delivery.

Charles J. Cohen & Son, of Philadelphia, has this week sent out a formal notice to the trade of the removal of their office and factory to the five-story building, 500 to 510 Ludlow and 22 and 24 South Fifth streets, that city. The main entrance is at No. 508.

Preparations are now being made for the placing of a large sign over the entrance to the basement at 350 Broadway, New York, where the Tower Manufacturing & Novelty Company has its fancy goods department.

An American consular officer in a Euro-

pean country reports that he has been requested by a local business house to place it in communication with American manufacturers of typewriters. Those interested should address "Inquiry No. 6,975, c/o Bureau of Manufactures, Washington, D. C."

A number of stationers who read the report of a railroad accident last week concluded that the Frank E. Waterman, who was one of the injured, was F. D. Waterman, the fountain pen manufacturer. Such was not the case, however, the unfortunate stationer in this instance being F. E. Waterman, of Grande Toy, Toronto, Canada.

The June number of the Sphere, printed in London, is a most elaborate issue, showing numerous views of the coronation of King George V. In this special number the advertisement of Mabie, Todd & Co. is conspicuous, the wording being particularly apt. One sentence reads: "The pen for Coronation year and years to come—thus a lasting souvenir of an historic year."

Another advertisement which for timeliness cannot be beaten was that of the A. E. Waterman Company in last Sunday's New York Sun. On a map of the United States and Canada it represents the word "Reciprocity," being written by an "Ideal" in the borderline. As the bill passed the Senate the day before, the "ad." was very effective.

James B. Hammond, aged inventor of typewriters, had his fondest wish granted last week when he was able to sail from New York and business worries aboard the Lounger II., a gasoline yacht built to his own design.

For twenty-seven years Mr. Hammond intends to rove the seven seas, secure from annoying relatives and designing employes, and free to go wherever fancy takes him. He said yesterday that he is a happy man at last, and he believes a life on the ocean wave will add many more years to his stay in this world.

Mr. Hammond was accompanied yesterday by his secretary, Mr. Holmes, his nurse, masseur, chauffeur, his pet dogs, Pinkey and Nora, a litter of six pups, a canary and his big phonograph.

Mr. Hammond's stateroom is fitted with thermostats and a refrigerating plant, by which an even temperature will be maintained, no matter in what locality the yacht may be.

The Lounger II. was headed for New Haven, where she will lay up for five or six days, long enough for Mr. Hammond to visit his friend, Professor Richards, and to take aboard a supply of gasoline large enough to last for a long voyage. As yet Mr. Hammond has not decided for what port he will make after leaving New Haven. He expects to visit many of his agencies in Europe before the year is out and will then sail for India.

By the time he is one hundred years old, Mr. Hammond expects to come back and live ashore. Then he will present his boat to the Government as a model of marine architecture. The Lounger II. is 95 feet long, 16 feet beam, has a draft of three feet, and can make a speed of 15 knots under sail and power.

The Keystone pencil box factory located at Slatington, Pa., subsidiary of the National School Slate Co., was burned last week. The loss is put at \$50,000. The fire is reported to have been of incendiary origin.

The Cap & Den Novelty Mfg. Co., capitalized at \$100,000 was incorporated last week. The incorporators are: E. C. Boyd, F. B. Newell and P. L. Garrett, all of Wilmington, Del.

Chase Brothers, of Haverhill, Mass., are closing out their retail store at 37-41 Washington street, that city. The concern's wholesale business has grown to such an extent as to need their whole attention, hence the decision to give up retailing.

HURD'S FINE STATIONERY

has been a potent factor in the success of many stationery departments, because Hurd's papers are superior in design or pattern, coloring and manufacture.

Other papers may look like Hurd's but there is where the comparison stops.

The wise man examines thoroughly before he buys. We merely ask you to see our lines. Your good judgment will sell them to you.

Hurd's Mourning Stationery is reputed to be the best to be obtained, because of its superior style and richness and the excellent workmanship. Our Black Bordering is the best that skilled hands can produce. An examination of samples will bear out this statement.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.
Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

H. E. Bartlett's new toy factory on Lancaster street, Leominster, Mass., will begin business in a few days. The firm starts off with a crew of twenty-five hands, which will be increased later. The new factory was erected to replace the one that was burned last winter. The new building is 60 x 30, feet and three stories high, and is made of wood. Besides the main factory, there is an engine house and a dry shed.

The stationery store of Theodore Lightcap in the Chambersburg Trust Co. building, at the court house entrance, Chambersburg, Pa., was sold by Auctioneer C. E. Miller for Sheriff Gilan on Monday last. Howard Yeager, of the same place, bought the entire stock at his bid of \$1,335, and is now in possession.

The Natural Science Company, which proposes to introduce a system of natural science charts in the public schools, was incorporated in St. Louis, Mo., last week, with a capital stock of \$10,000, fully paid. Among the stockholders are: George P. Weinbrenner, city marshal; Henry C. Grenner, former Collector of Internal Revenue, and Morton Southard, of the firm of Southard & O'Meara, dealer in school supplies, all of St. Louis.

The Cochrane book store, located on Second street, Jacksonville, Fla., has moved into the new two-story brick structure recently erected, adjoining the present site. The business of this progressive concern

has grown to such an extent that it was necessary to add more store room. They will be able to fill orders more promptly and will carry a much larger stock of up-to-date goods in the future. The Cochrane book store handles fishing tackle, pipes, fancy postcards and stationery of all kinds, as well as books.

At the celebration of the twentieth anniversary of the Galesburg (Ill.) Typographical Union, Mr. Walter R. Lofgren gave a toast on "The Devil" as follows: "The devil has to change his position some day, and upon you printers depends his knowledge of the trade. Drop him a hint now and then, and if you have a good idea knock it into his head. Give him a good foundation and a good training for his life as a printer. A good devil will make a devil of a good printer."

It was announced by the Fancy Leather Goods Workers' Union, of New York, this week, that the vote of the last four days is for a general strike by an overwhelming majority.

Julius Bergman, leader of the present strike of 1,000 fancy leather workers, said that the count showed 4,682 for and 284 against a general strike. The strike will go into effect some time next week. About 2,000 did not vote, but Bergman said they are expected to strike with the others. He also said that 1,000 fancy leather goods workers will strike in Newark, and that 900

in a number of shops here had gained their demands.

Coppage Now Sales Manager for Plew & Motter Co.

L. R. Coppage, one of the best known loose-leaf men in the trade, has joined the Plew & Motter Co., Chicago, manufacturers of the "Very Best" line of loose-leaf devices. Mr. Coppage will be the sales manager and will also direct the advertising of the organization. Mr. Coppage has a fine record. He is of pleasing personality and makes hosts of friends wherever he goes. His experience in the loose-leaf and office specialty business dates back to the pioneer days of the trade. In the past Mr. Coppage has been connected prominently with the Jones Perpetual Ledger Company, Western Bank Note Company and the Samuel C. Tatum Company. He brings a wealth of ripe experience to the Plew & Motter organization, and the company is to be congratulated upon securing his services, as he is the logical man to promote the interests of this company. A vigorous selling and advertising campaign will be instituted at once, and the Plew & Motter "Very Best" line will be brought to the notice of the trade in a forceful manner.

Send us in samples of your window show cards—Others would like to see them.

Crane's Social Stationery

Crane's Papers Are the Best

Because they are made of clean white cotton and linen rags with the purest artesian well water amid ideal conditions and under the supervision of those who have acquired an experience of over a century in fine paper making.

CRANE'S LINEN LAWN

The peer of all fabric finished papers.

CRANE'S PAPIER LIGNÉ

The latest Parisian conceit in line effects.

CRANE'S KID FINISH

The correct wedding paper.

CRANE'S SATIN FINISH

For calling cards and other social functions.

Many other well-known
CRANE PAPERS

Crane's Papers Are in Demand

Because of their sterling merit and uniformly high standard; because they are always correct and may be had in the latest fashionable finishes and tints, and because those who are most critical insist on having "Crane's."

Manufactured in a great variety of styles and shapes by the

Eaton, Crane & Pike Company

SOLE MANUFACTURING AGENTS
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



SHOWCARD WRITING

Some Wise Observations on the Effect of Shading Letters on Window and Store Signs—The Rules to Follow.

A. A. Kelly, in his new book on sign writing, gives the following in regard to the shading of letters, says "Brains":

A black letter on a white ground will appear distinct enough without shading or lining, and the same with a white letter on a black ground. But on a colored or tinted ground the letter should be outlined or shaded with a color slightly darker than the ground, but of the same general tone.

With a gold letter or white letter on a light-blue, grey-drab, etc., it is necessary to shade a letter close to its edge, in order to throw it out more distinctly.

A second shade should always be of a warmer tone than the first shade.

The depth of a shade should show merely as a shade; observe this rule, particularly when making more than one shade to a letter.

DEPTH OF SHADING.

When the ground is darker than the lettering the shade should be two or three shades darker than the ground, unless the latter is black, in which case the shade should be some bright color, a line or blended shade, the most difficult of shades to make. This must be a close shade, touching the letter, or at most not standing away from it.

The depth or width of a shade may be one-fifth of the member that is shaded; though this is by no means a hard and fast rule, for the shade may be heavier or lighter, according to the taste or circumstances.

Some make the bottom shade a trifle heavier than elsewhere, to compass an op-

tical effect, whereby the letters seems to have a better foundation.

The space between letter and shade should be in the proportion of $\frac{3}{8}$ -inch for a 6-inch letter, and $\frac{5}{8}$ -inch for a 12-inch letter. This is not an inflexible rule, however.

SHADING IN COLORS.

Shading on a blue ground, make the shade about three times darker than the ground, tinting it with a little red, to warm it up. For a second shade and the darkest one use Vandyke brown or Indian red in the blue.

For some kinds of signs a shade of vermilion, darkened at the bottom with some brownish-red, Indian red, for instance, is allowable; but on the white ground with a black letter all gaudy coloring in the shade is to be avoided.

RULES TO FOLLOW.

As shadow is less than substance, the shade of the letter should be lighter than the color of the letter. The shading should be one that will harmonize with the color of the groundwork.

When shading a gold letter on a white ground use carmine for the deep shade and light English vermilion for the light shade.

The various shade of green offer pleasant contrasts in shading gold on white. In touching up, verdigris is fine for the darker parts.

SHADING ON GLASS.

The shading color for glass should be made elastic, otherwise it is apt to peel off. For shading on glass, where a brown is desired, one that is not too dark, use an olive-brown shade, which is rich and effective. For a darker shade burnt umber and Vandyke brown are very rich browns. In shading on glass use white lead as far as possible, avoiding Japan colors. Never place Japan color on a varnished surface,

for it will eventually show fine cracks, owing to the unequal drying of the two materials. Give all the color ample time for drying before applying any other coating over it. Never apply a backing-up varnish or color for a week after shading.

Enthusiasm

Enthusiasm may be said to be salesmanship vivified. In the general acceptance of that term the impression is given that the ardor or warm feeling is necessarily blatant and distinctly demonstrative in its working out—that for these reasons it does not always "warm up" the listener and so is not for general use, which feeling should be corrected.

There is a practical, everyday, business enthusiasm that has nothing of the college yell about it, nothing of the patent medicine oratory and nothing of the ridiculous, boresome superlative. There is an earnest, honest, personally felt enthusiasm of which it is well worth writing. It bases every statement on fact and proven worth. It promises only that which is certain to materialize and wins believers and adherents because of its basic well being, its structure of truth, and its frank, open policy of standing upon its own legs.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET NEW YORK

TYPEWRITER CARBONS & RIBBONS



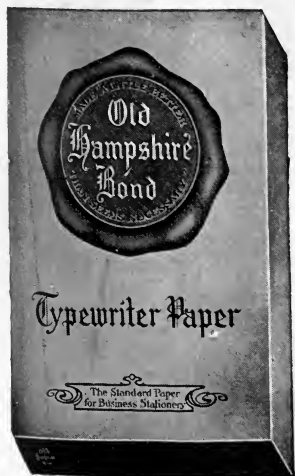
PERFECT SATISFACTION GUARANTEED

A trial order will explain why.

INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH.
INT. CARBON PAPER CO. 22 O'Leary St., CHICAGO

INCREASE YOUR PAPER SALES



You can sell more Old Hampshire Bond Typewriter Papers and Manuscript Covers than the ordinary kind, because your customers will come back for more, and we will send new trade thru our advertising.

The Old Hampshire line provides highest quality of stock, national reputation and exceptionally attractive boxes. Can you think of three more important factors in influencing the consumer?

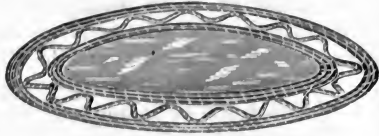
Write for sample book.

HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASSACHUSETTS

Novelties for the Trade

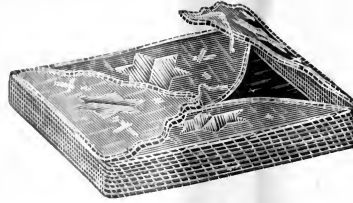
GRASS GOODS

A very seasonable line of goods now on show is that made of sweet grass and bark

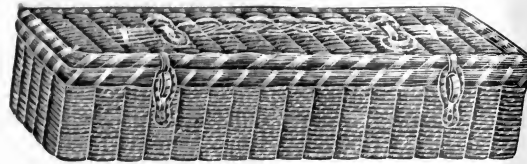


and embracing such articles as collar and cuff boxes, handkerchief boxes, whist broom holders, glove boxes, mats and many others. These goods were made by the Canadian Indians and are very original

Despite the beauty of its regular line of companions the house has just received from Japan an importation of pencil boxes,



which for delicacy of construction and design have not hitherto been equalled. To do justice to them in words is almost impossible so beautiful are the designs. One



in shape, coloring and construction. The various articles retail from 25 cents up to \$1. See the six illustrations on this page.

SCHOOL COMPANIONS

The firm of A. L. Salomon & Co., 345



Broadway, New York, has for a number of years made a specialty of school goods and

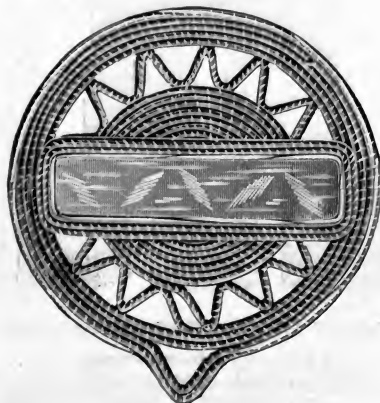
number represents a Japanese landscape scene in gold, silver and ebony. Another number represents artistic combinations of extinct volcanos, cranes, lilies, which subjects are all used to adorn the cover in a most original way, known only to the Jap-



anese artists. Still another design represents a like scene with land, lilies and reeds, over which the moon sheds a silvery light. The new numbers represented can be retailed at 25 and 50 cents respectively. In addition, A. L. Salomon & Co. have 96 other designs of school companions in stock.

DOUBLE TENNIS SET

A useful gift for children in which they can find considerable amusement is the double tennis set now on sale by the New York News Company, of 15 Warren street, that city. The set is large enough for practical use and contains two raquets and two balls. It comes packed in a cardboard box and sells at \$3.60 a gross to the trade; the set retails for 50 cents each.



has in that time handled some very attractive lines of school companions.

Subscribe for THE STATIONER—It pays.

SEND

for a sample of

Non-Stick



PENCIL CARBON

It makes a solid foundation for pencil carbon business—it does not stick, but it does wear.

Gray back 7-10-15-20 lb.

Manifold Supplies Co.

A. L. Foster, Pres.

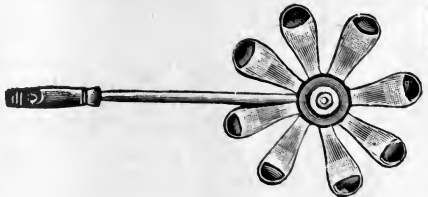
O. G. Ditmars, Vice-Pres.

180 Third Avenue

BROOKLYN, N. Y., U. S.

WOODEN PINWHEEL

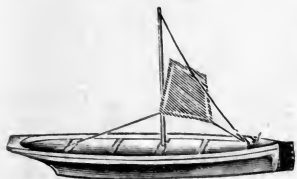
The pinwheel shown in the illustration is one of the many new articles which the New York News Company, of 15 Warren street, New York, has on show for stationers' stock. This is a combination



whistle and wheel and is about two feet in length. The tips of the spokes are colored and produce a beautiful effect when being turned rapidly.

WOODEN BOAT

Another seasonable article for the amusement of children is a little wooden boat



which the New York News Company has recently put in stock. This boat has a collapsible sail and is about a foot long. It is guaranteed to be sea worthy. Prices will be furnished on application.

IMPORTED BOOKS.

(Continued from page 3.)

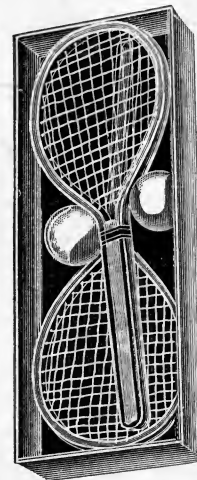
the customs officers shall take appropriate steps to forfeit the articles as provided in Section 32 of the Copyright Act.

SEALED ARTICLES MUST STATE CONTENTS.

"Sealed articles supposed to contain matter prohibited importation by the Copyright Act must be appropriately marked to indicate that fact at the exchange office of receipt. The same conditions shall apply in regard to the marking, opening and disposition of such sealed articles by the addressee or authorized agent as are required in the case of the opening and treatment of sealed 'supposed liable to customs duty' pieces. If the customs officer finds an article contains matter prohibited importation by the Copyright Act he shall notify the addressee of the facts through the postmaster at the office of delivery. If an application is not then made within a reasonable time to the Secretary of the Treasury for permission to return the article to the country of export, the customs officer shall take appropriate steps to forfeit the matter as provided in Section 32 of the Copyright Act.

"Receipt should be taken for articles submitted to the customs officials as prohibited importation under the copyright law and proper record made on the post office records of the disposition of such articles as not returned to be disposed of through the mails.

"Notice of actual or contemplated illegal importations through the mails should be given to the Secretary of the Treasury or the Postmaster General. On receipt of such



DOUBLE TENNIS SET.

notices either by the Secretary of the Treasury or the Postmaster General instructions will be promptly issued."

The more a man worries about his work the more work he will have to do and the harder it will be to do it.

You can no more sit down when your business has made good than you can stop rowing and expect the boat to keep right on up the stream.

LOOSE LEAF LEADERS

Our reputation as **Leaders** in Loose Leaf Devices is maintained by our latest production which we now offer through the trade exclusively :: :: :: :: ::

THE "EXPANSO" CURRENT LEDGER BINDER



Metal Ends

Non-Protruding Posts



Metal Hinge

Cut to the left shows binder closed ready for use. Cut to the right shows binder ready for insertion or removal of leaves—note that one post only is upright, the other being left down to show manner of closing. To manipulate leaves both posts should be upright, which will allow top cover to be moved upward two inches and permit manipulation, that is, removal or insertion of leaves.

The only perfect and practical non-protruding sectional post binder ever devised. Holds firmly from 1 sheet to 1,000 and has the same beautiful and finished appearance as a current ledger binder. Always has 2 inches of working expansion for removing and inserting leaves.

This binder is made with two 2-inch Extensible Posts, which are hinged to a half-inch regular screw style post section, so that they can be folded down into the upper case, which closes and locks over them. When sheets are to be inserted the upper case is opened by one movement, the folding posts are lifted into an upright position, and the cover can then be expanded 2 inches for the easy removal or insertion of sheets.

This expansion is a permanent feature of the binder, and is available at all times, whether it is used with one or one thousand or more sheets. Post sections for increased capacity are added from below without the removal of the lower cover. By extending the posts and turning the binder face down, the posts will protrude through bottom cover far enough to permit of easily removing or adding sections.

SEND FOR DESCRIPTIVE CIRCULAR, PRICES AND DISCOUNTS

342 Broadway
MILWAUKEE, WIS.

Stationers Loose Leaf Co.

203 Broadway
NEW YORK CITY

"SELLS TO THE TRADE ONLY"

NO ENTHUSIASM

Chicago Stationers Were This Week Indifferent to the Amount of Business Transacted—Good Fall Trade.

Western Publication Office,
431 South Dearborn Street, CHICAGO, July 25.

Not a great amount of enthusiasm among dealers was manifested this week regarding the business being transacted, and, as a matter of fact, trade is reported a little slow, but not any more so than usual at this season of year. A great many are away on their annual vacations, and the efforts to secure extra business are lessened at this season. As one manager expressed it, the business houses will be forced to buy liberally soon, for they are running short on supplies, and have only been buying for actual needs for some time.

EXPECT AN ACTIVE FALL BUSINESS.

In common with other lines of business, stationers are looking forward to an active fall business. Everything at this time seems to indicate this. Crops are in fine condition, building operations are heavy, collections are improving, money getting easier, and the disposition to buy more apparent with the approach of fall.

E. A. Meyer, who travels out of the Chicago office in the Central West territory for the Boorum & Pease Company, has recently returned from a trip over his Southwest territory, calling at Kansas City, Oklahoma cities, and St. Louis, where he reports business good and prospects excellent for a heavy fall business. Mr. Meyer will remain in Chicago until after the 1st of September, when he will again take the road. Meanwhile he will look after his Chicago trade.

Fred Schroeder, of the New York office of Eberhard Faber, is in the city, and has been calling on the Chicago trade for the past few days.

Robert Martin, of the Chicago office of Eberhard Faber, is away on his annual vacation.

Harry Stacy, representing the Boorum & Pease Loose Leaf Book Company, has written the Chicago office, asking for the use of the sample room for a few days, and is expected to arrive in the city within the next few days.

TWO DEEP SEA FISHERMEN.

Art. Payne, assistant manager of S. D. Childs & Co.; Ben Thomas, in charge of the stationery department of the Fair, and Charles Shearman, representing the National Blank Book Company, will leave on Saturday next for New York, and will be absent for a couple of weeks. During their stay in the East, aside from the time devoted to business the trio will do some deepwater fishing near Block Island, and will visit Atlantic City, Asbury Park, and some other summer resorts. They are planning a pleasant and profitable trip, and the

chances are excellent that they will not be disappointed.

C. M. Meyer, manager of the Chicago office of the Boorum & Pease Company, who has been spending a couple of weeks at his home in Springfield, Illinois, is expected to return to the Chicago office in a few days to again take up his work.

Charles A. Stevens, of Stevens, Maloney & Co., left on Saturday last for Michigan, accompanied by his family, and will spend this week in that State. The party went over in Mr. Stevens' automobile, and will be able to enjoy a very pleasant outing and visit a good many sections of the State during the week of their stay.

"Al" Williams, manager of the Chicago office of Eberhard Faber, spent a few days in Milwaukee last week, and reports trade conditions improving in the Cream City.

M. S. Dimmitt, representing the Sam'l C. Tatum Company, Cincinnati, is in the city, and is busily engaged in calling on the trade.

GIBBS LOST IN WISCONSIN WILDS.

No word has been received from the honorable chairman of the National Catalogue Commission. He departed the first of the month for the wilds of Wisconsin, since which time not one of his former associates has had a line from him. However, when he left, Mr. Gibbs said he was going for a vacation, and it is presumed that he is enjoying it, and is in no way endeavoring to keep in touch with business conditions. Wise man.

Geo. S. Fulrath, representing M. Kamenstein, New York, has departed from the city, after spending three or four days calling on stationery dealers here.

Charles E. Dodge, president of the Republic-Dodge Manufacturing Company, New York, was calling on stationers this week.

Mr. Youngmeier, representing Jaques, Southworth & Co., of La Fayette, Indiana, a large stationery house of that city, was in Chicago on a business trip last week.

Fred Peterson, of the sales force of Stevens, Maloney & Co., is enjoying his vacation in Michigan this week, as is also E. E. Daryl, of the same department.

THOMPSON.

Teachings of Modern Business

The modern business man has taught us these five things:

1. The value of honesty as a business asset.
2. The excellence of commerce as a civilizing influence.
3. That the interests of proprietor, public and employee are mutual.
4. That art, ethics, economics and education can and should move forward hand in hand.
5. That business righteousness is simply a form of common sense.—Elbert Hubbard.

PERSONALS

Irving S. Colwell, of Auburn, N. Y., and his bride are still reported on the other side of the Atlantic enjoying their honeymoon.

E. Bernet, buyer for the D. H. Holmes Company, of New Orleans, La., was among the visiting stationery men seen in the New York market last week.

Frank R. Wright, who is associated with Irving S. Colwell, of 97 Genesee street, Auburn, N. Y., was among the "In Towns" seen in New York City last week.

J. C. Madden, of Wilkesbarre, Pa., one of the old-time stationers of that city, was the guest of the Pomeroy Ink Co., of Newark, N. J., on Saturday and Sunday of last week. After enjoying an automobile ride through beautiful New Jersey, Mr. Madden and Mr. Jans and his representative, Mr. Pogose, paid their respects to Coney Island. It is needless to state that Mr. Madden had a high old time.

L. J. Harris, catalogue compiler for the Tower Mfg. & Novelty Co., of New York, is going on his annual vacation next week. Notice was served on him this week by his fellow employees that further pretensions on his part to the presidency of the company's Ananias Club will be resented, as there are men connected with the house better qualified to fill the position. Instead of getting mad about this notice, Harris is pleased, as he says he won't have to buy any fish now to make good on any of his stories.

R. L. Winans of the C. S. & R. B. Co. Makes New Connection

The many friends in the stationery and loose-leaf trade of R. L. Winans of the C. S. & R. B. Co. will be surprised to learn that he will sever his connection with the above company on August 1 to take entire charge of the loose-leaf sales and manufacturing departments of the Transylvania Printing Co., Lexington, Ky.

Mr. Winans has been with the C. S. & R. B. Co. as sole manager of its sales and advertising departments for many years. He has seen the company grow from a very humble beginning to a point where it occupies unusual prominence in the loose-leaf industry. A very considerable part of this advance has been due to his untiring efforts. Ever alert and aggressive, he has instituted many radical changes, all to the betterment and advancement of the loose-leaf business. Without doubt, he is one of the best-known men in the loose-leaf trade, and the Transylvania Company is to be congratulated upon securing his services.

Mr. Winans with his family will spend a few weeks at their summer home in Michigan before going South.

In order to be a success a trade paper must help its subscribers—Let us know how we can serve you.

During the Heated Term



SUMMER is a trying season for the men and women who sell Blank Books—and for the bookkeepers who use them. It is also a severe test for the Blank Books themselves. NATIONAL Blank Books are so carefully made and are given such a long time to season, that they do not warp, lose their shape, crack between sections or split in the backs. Moist fingers do not make the high grade paper “fuzzy.” You sell satisfaction when you sell

National Blank Books

IT IS NOW TIME TO ORDER:

*National Diaries for 1912
and National Date Books*

PUT IN AT LEAST A SAMPLE LINE OF
*National Loose Leaf Ledgers,
Price Books and Memos.*

OUR NEW CATALOG, ILLUSTRATED
IN COLORS, READY SOON

N**NATIONAL**
HOLYOKE

B**BLANK**
MASS.

B**BOOK**
U. S. A.

C**CO.**

SEASONABLE CARDS

As the Next Few Weeks Are the Dullest of the Year Extra Efforts Should Be Made to Attract Attention.

This being vacation time people are leaving town, while others are coming in on a visit to friends. The trade that is now doing is, therefore, out of the ordinary, being in the nature of supplying the special needs of transients. By anticipating their wants and trimming windows with articles, such as tourists and vacationists are apt to need, quite a little business ought to be done. Some suggestions for cards follow:

GIVING A PARTY?

We can supply lanterns, decorations and favors—also many other things necessary.

WE HAVE CHILDREN

So we know what will keep them quiet—Come in and we'll tell you the secret.

AT OUR PICNIC

We used dozens of paper napkins, paper cups and lunch boxes—We sell them.

DOG DAYS

Are the dull, hazy days of summertime—Why not brighten them?—We have the remedies.

GOING CAMPING?

Then you will need at least a dozen small articles that we sell—See them.

MIDSUMMER—

Whether passed at the beach or mountains is a time for games—See our assortment.

"Quality First" Stationery

The "Quality First" line of stationery, which the Berlin & Jones Company, of New York, is now showing, includes an array of beautiful effects in box shapes and cover-

ings that will add greatly to the artistic effect of stationers' show cases when the buying season again comes 'round. In the new goods there are six series, each one of which is as beautiful as they are distinctive.

The company's "Photo" Series, which is new and artistic, contains 18 styles, two tones, and come in 36 numbers. The mounts of the boxes are imported and hand colored, and embrace pleasing subject models. The color scheme is a blending of rich cream of grey background, the combination making a neat and artistic box.

The Holly Series, a very popular line, is put up in 18 styles and shapes and comes in one to five-quire boxes containing note paper and cards. The pretty holly design of the covering gives a pleasing, distinctive and reasonable effect.

Berlin's White Series containing Colonial lawn cards in 20 styles with from one to eight quires of note paper and cards. This series is, as the company states, "par excellence in quality, simplicity, style and appearance."

The company's Red Series is made up of hand painted Poinsettias, which make a most attractive and appropriate gift box.

Berlin's Pure Linen Series is of such delicate beauty that they need be seen to be appreciated. As gift boxes on all occasions they are suitable, thus ensuring their value as a staple article of stock for stationers.

A French production with a Cabinet design throughout and with a suede effect has been given from the name of the Cabinet series. Richness, beauty and elegance are the words needed to do justice to this series.

Fraudulent Subscription Solicitors

Word comes to THE AMERICAN STATIONER from the secretary of the American Trade Press Association of a number of subscription canvassers who have fraudulently, and without authority, collected for subscriptions for various trade papers and never turned the money in to the publishers.

We warn our readers not to give an order or pay money to any man on a subscription to THE AMERICAN STATIONER unless that man can produce an up-to-date letter of authority signed by the business manager of the Lockwood Trade Journal Company.

It is seldom good business to cast suspicion on a customer who makes a claim for lost or poor goods. Some men do this constantly to the great discomfort of the customer. Listen politely and earnestly to the trouble, and if you are not in a position to adjust it yourself pass the party over to one in authority.

"Magazine Trust" Wins Point

Justice Lehman of the Supreme Court of New York has vacated an order for the examination of Charles D. Lanier, treasurer of the Periodical Clearing House, recently characterized as the Magazine Trust, in a suit brought against that concern by John Thomas Wood, a magazine subscription agent, for \$100,000 damages, on the ground that magazine publishers in the association conspired to injure his business.

"There is no doubt," says Lehman, "that the courts will grant an order for an examination of a party where it appears that the plaintiff has cause of action, but has not sufficient knowledge of the manner in which he has been wronged to frame his complaint; but there is also no doubt that no such examination will be granted either to enable the plaintiff to discover whether he has any cause of action against any party or to obtain evidence for use at the trial.

"In this case, I find that the only possible purpose of the examination is for one of the purposes for which no examination is authorized at the present time. A careful reading of the petition has convinced me that the plaintiff is not acting in good faith, but is seeking a license for a fishing excursion to determine whether he has a cause of action against certain unnamed parties."

Sanford's "Doings"

"Our Doings" is the title of a very attractive 32-page catalogue just gotten out by the Sanford Mfg. Co., the well-known ink concern. In it are a few words about the company, many proper reproductions in the original colors of its leading products and *twenty-three photographs of as many good-looking men.*

If it is true that appearances count then one reason for the success of the company is made perfectly clear. Perhaps the company will amend this by saying that the whole staff reflects the good qualities of the articles which they sell; in other words, that good associations breed good manners (and looks). However, this may be, the fact is that the catalogue is worth looking over as perfect pictures of the goods are presented instead of the all-black effects produced by the ordinary half-tone.

A picture of the company's factory, which is stated to be the largest *exclusive* ink factory in the world, is given on the first page. The New York branch, 71 Mercer street, is also shown. Stationers interested should send for a copy of "Our Doings," which will be mailed them by addressing Sanford Mfg. Co., Peoria and Congress streets, Chicago, Ill.

Every man back of every counter, right down in his consciousness, has a full sense of self-respect. Dig it out and live it out.

Every Stationer and Printer should have them.

Established 1879

GOES

CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 132 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

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- 15 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.
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Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts.

WE LITHOGRAPH FOR THE TRADE

Address Dept. A. S.

WHAT WOMEN THINK OF KEITH'S PAPER AND WHY DEALERS SHOULD CARRY IT

THIS LETTER SPEAKS FOR ITSELF

BROOKLYN, N. Y., May 1, 1911.

GENTLEMEN:

Permit me to thank you for your generous sample. I shall endeavor to purchase your paper at Abraham & Straus, Brooklyn, N. Y.—my stationers: I trust they carry it.

Yours is the smoothest texture I have ever had the pleasure to use or see.

Thanking you again, believe me to be
Yours very truly,

The wise dealer will stock this stationery for two reasons. First, because the manufacturer advertises to help the dealer to sell it, and secondly, because it will please his customers and in pleasing his customers he will increase his business.

Address for further particulars, mentioning this medium

AMERICAN PAPETERIE COMPANY

ALBANY, N. Y.
QUINCY, ILLINOIS

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

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THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Goldsmith Bros., San Francisco, Cal., in renewing subscription to "The American Stationer" write: "We are well repaid for this expenditure, receiving much useful information during the year."

THE BUSINESS OUTLOOK

Now that Reciprocity is out of the road, as far as we are concerned, the way is again clear for the resumption of general business. In the removal of this obstacle the stationery trade shares the general gratification over the elimination of politics for a year at least, and, in addition, it foresees a considerable enlargement of business with the people across the border. With this question settled there is now no reason why business should not assume its natural proportions, the element of fear being no longer a deterrent force.

Since the panic in October, 1907, every business man has gone about his affairs cautiously and with some misgiving as to the future. In order to be on the safe side, each one bought a little less than he really needed, ordering only in small lots to keep up his stock. Consumers, in turn, bought sparingly, as times were none too good, and as everything from a rubber eraser up seemed to have increased in price. The whole business of the country was, there-

fore, on a hard pan basis, "the native hue of resolution being sickled o'er with the pale cast of thought," which in this case should read doubt or fear.

It is now almost four years since the panic, during which period the country has been gradually recovering—not wealth—but confidence. There was, and is today, money enough which the banks are only too eager to loan, but there has been a woe-ful lack of confidence, and as credit, based as it is on confidence, is the life of trade there was no free flow of the nurturing fluid, the channels being contracted by the chilling atmosphere of the commercial world.

Now, however, with confidence pretty well restored, there should be more expansion, new enterprises should be undertaken and many needed changes should be made for the better handling of the present volume of business; some provision should also be made for the future—and herein the factor of confidence enters, as without it there would be no progress. As an illustration: Suppose a stationer feels that he could do a larger and better business if he had a better location and an up-to-date store. He has had his eye on the spot for some time, and he could swing the proposition, too, for a year or so, barring big accidents. But has he got the courage? Well, he hasn't dared to since the panic, but now "that the sky above is clearing" he may conclude that conditions are ripe for a progressive movement.

There are, no doubt, countless enterprises, large and small, that have been waiting for the return of confidence before being launched. What all these would figure in dollars and cents is something astounding. And should even a part of the prospective changes take place the stationery trade would be greatly enriched, as no one can launch a new business, enlarge an old one or take any important business step without paying good tribute to the stationer.

Barring the Presidential election, which is nowadays not so much of a bugbear as formerly, the business sky looks better than it has in the last few years. Let us pray that no cloud obscures it.

"The President then signed the bill with a gold barreled fountain pen." News item. What a cruel world! Just think of having to wait for the next issue of THE STATIONER to find out whose make the pen was!

ROUNDABOUTS

BY THE TRADE LOUNGER.

The stationery trade is now divided into two divisions: One the crowd that has been on vacation, the other, the boys that are getting ready to go away.

"Darn vacations" said a real nice man in the trade on Monday—"Yes, I mean it," he continued. "Here I am trying to do the work of five people who are away having a good time; they couldn't and wouldn't do my work, still I've got to do theirs. I'm simply crazy, that's all there is to it. Darn the vacations!"

The above is put on the record simply as a bit of consolation to like sufferers, of whom there are many in the trade just at present.

A petition is now being circulated in the trade having for its object the abolition of all off-time by traveling salesmen. In plain English this means, "No More Vacations for Travelers."

Strange to say some of the old-time "boys" have signed this petition. By doing so they hope to be saved from destruction.

As one of them, with tears in his eyes said last week. "I'm lost! This is the third day that I'm in and I'm sick of it. They've chased me out of the store and told me to enjoy myself, so as I must keep moving. I've ridden on the trolleys or the merry-go-rounds now for three days and three nights. Oh! how I long for the regular hours and the comforts of the road. What'll I do when I grow old. And to think that they won't let me have my samples till August 10! I'll sure be dead before then."

Another signer of the petition, while be-moaning his fate and praying for the souls of the New York stationery policemen, said that he was killing time drawing plans for an Old Travelers' Home. Its modeled after a Pullman and keeps moving or seems to—painted scenery supplying the illusion.

Our Chicago correspondent sends us the item printed below, which we commend to the attention of every young lady stenographer in this and all other lands. If there is even a grain of truth in the story Colonel Sellers' celebrated eye wash will be put in the shade in comparison with the billions that will be in it for the Carter Ink Company! The item follows:

"The Carter's Ink Company is considering a new department to its line of carbon paper. A young lady, who recently commenced using one of its lines of carbon papers, discovered, after using it for some time, that some pimples which had annoyed her theretofore had disappeared, and she naturally ascribed it to the carbon paper. No doubt if its efficacy as a pimple remover could be established it would open up a wide field for its use in many quarters."

BUSINESS BUILDING

Stop Thinking About Dividends and Give Thought to Making Each Employee a Success—Success Will Then Come.

By A. F. SHELDON,

Formulator of the Science of Business Building and Editor of The Business Philosopher.

TALK NO. 2.

At the close of our last article, I asked this question, Who are the stationers in the world of commerce?

My reason for asking this question is the fact that there seems to be quite a general impression among business men that it is those only who directly market product, sell, or take orders for the product of any given commercial institution, who may or should be termed "Salesmen."

If we wish to be technical, and follow dictionary definitions, possibly this is correct, but it is better to be practical than too technical, and the test of practicability is result-getting; in the commercial world—business-building.

The way to get results—profit-making business—is to follow this definition:

The salesmen of the world in the realm of commerce are the commercial institutions themselves.

Whether an individual business, a partnership, or a corporation, there is just one salesman for each commercial institution in existence to-day—the institution.

It is a composite being. If a partnership or corporation, it is a legal entity.

Everybody from porter up to president is a part of one salesman—the institution.

The result of the efforts of the institution—its work as a whole when successful—is to market its product at a profit.

As we saw in Talk No. 1, the accomplishment of this result is dependent upon the service rendered. This, in turn, depends upon the efficiency of each unit.

Every human being in an institution must be a success for the institution itself to be a complete success.

Every human being in it must be a service-renderer, and if he is that he is bound to be a business builder, and by all the rules of commercial logic a union of business-builders can result in one thing only—a profitable business.

HOW ABOUT EQUIPMENT?

If each person engaged in the service of the institution is right, the equipment must and will be right. Equipment is effect; man is cause.

The right cause (man) will (provide the right effect (equipment).

A house is known by the customers it gets and keeps. It is the repeater that counts—the pleased buyer, who buys and buys again. He advertises your service

by continuing his patronage. Strive to make many like him. He is the most potent factor in commercial success—the pleased patron, who buys and buys again.

Both the getting and the keeping of customers or patrons depends upon the efficiency of each unit in the composite salesman—the institution. Its success is the sum of the successes of the individuals engaged in its service. Make each unit right, and the whole will take care of itself.

E Pluribus Unum, United We Stand, Divided We Fall, was never said more truly of our great country than of every commercial institution in it.

Successful institutions are nothing more than the combined efforts of successful men. The house, as a whole, must persuade the buying public to purchase its product at a profit.

SALESMANSHIP IS PERSUASION.

Persuasion works both ways. People are persuaded to buy, people are persuaded not to buy, people are sometimes persuaded by one individual part of the composite salesman to buy and then are persuaded not to keep on buying by some other part of the composite salesman.

This is not done intentionally, of course, as a rule; but it is results that count, and persuasion not to keep on buying—not to become a repeating patron—is the result of the words or deeds of an inefficient unit.

A HOUSE DIVIDED CANNOT STAND.

Nineteen hundred years ago this great truth was uttered. It is one of the eternal truths of all time. It is as true now as it was then. It will be as true tomorrow as it is today.

In the business world, united effort spells success. Disunity—division—clash of interest—these constitute the prologue of the drama that ends in the bankruptcy court.

I have known the good work of a good getter of customers—the salesman in the technical sense of that term—to be all undone by the untactful work of the credit man; or, again, by the short answer or smart remark of the repair man.

The inefficient work of a bookkeeper, who should be driving a mule instead of pushing a pen, has driven away many a customer. People do not like to get incorrect bills.

Poorly written letters, incorrect spelling, lack of efficiency of any kind on the part of the stenographer and typist often spoils business.

WHAT MAKES A SUCCESSFUL BUSINESS?

I answer, not only the business obtained, but the business retained. The first is the seed, the second is the tree that bears the fruit of profit.

Business-building consists in keeping the patron once made, and making his good-will a magnet to attract other patrons.

Great commercial institutions are not built by the patrons of the day, but by the patrons of the years, whose children, in time, will become patrons.

An endless chain of patronage is the only hope for the success of a great business house.

It is all very plain when we once wake up to the fact that confidence is really the basis of all trade. It is not only the basis, but the very atmosphere in which it grows.

Every thought you think, every word you speak, every act you perform, adds to the sum of the confidence the buying public has in your institution, or it subtracts in some degree from it.

There is no middle ground. There is one kind of straight sticks only. All sticks are either straight or, in some degree crooked.

The words you speak and the deeds you do are either right or wrong. They either tend to beget and strengthen confidence, or to destroy it.

This is true of every one connected with the composite salesman—the institution.

HOW TO GET RESULTS.

To get results, to render service, and therefore build business—in fact, to make a profit of each department of the (name business) or of any other business—each department must work in harmony within itself and with all the others.

There is often too much rivalry between departments and too much rivalry between people in departments. Unselfish co-operation constitutes the lubricating oil for the machinery of business. Apply it, to avoid friction. Selfishness is a sand that cuts and wears the machinery out.

In the ball team that wins each player is willing to make a sacrifice hit, if necessary. It's The Team, The Team, The Team. Anything that's fair to make the Team Win!

It's the Star Team Spirit in business that wins, not the Team of Stars.

The workers in an institution are not independent, neither are they dependent. All are interdependent.

Stand so close together that you support one another.

E Pluribus Unum—United We Stand, Divided We Fall—Make that the motto of your institution, as it is the motto of our nation. Then no one can "fall down."

When soldiers would pass over a stream the force of which would hurl one man from his feet, they link arms, form a long file and plunge in. So united, they successfully ford it. What no one man could do a united mass of men can do, and yet the combined effort results in the profit of each individual.

In the world of commerce there are rivers that would prove just as disastrous for one man to try to pass over alone.

(Continued on page 24.)

PAPER KNOWLEDGE

What a Stationer Should Know About Paper
—How to Tell Mold-Made and
Hand-Made Papers.

For some considerable time past there have been on the market a number of different brands of account book papers, made in close imitation of hand-made stock. They may be divided into two classes; those made on a mold by mechanical means, whereby deckled edges and other hand-made characteristics are imparted; and those made in the web on the paper-making machine in the ordinary way, but with such selection of materials, and manner of treatment, as to ensure certain qualifications originally possessed by hand-mades. Of the two types, there can be no doubt as to which is the closer imitation of the genuine commodity. Mold-mades are far and away the best, but although they gain in approximating nearer to hand-mades, the high-class machine-made imitations are much superior in strength. Comparing representative high-grade makes of the three qualities of stock, *i. e.*, hand-made, mold-made and machine-made imitation, we find that the last named is very much the strongest. The following table is the result of recent trials, and each set of figures represents the mean of five tests to ensure accuracy.

CROSSWAY.

No.	Breaking strength in kgms.	Percentage Elongation.	Number of folds before breaking.
1. Hand-made...	7.98	7.03	235
2. Mold-made....	8.62	4.64	305
3. Machine-made	7.95	7.56	547

LENGTHWAY.

No.	Breaking strength in kgms.	Percentage Elongation.	Number of folds before breaking.
1. Hand-made....	5.99	7.96	144
2. Mold-made....	7.45	6.64	254
3. Machine-made	10.34	5.15	273

It is thus seen that from a physical standpoint the machine-made imitation of hand-made paper is much superior. The mold-made imitation also shows an increased strength, but the elongation of the fibres before breaking is greater in the case of the genuine hand-made. Without going into too technical a discussion of the merits and demerits of the three grades, it may be pointed out that, apart from mere strength, there are certain other qualifications which remain yet to be proved by imitation hand-mades, the chief ones being permanence and durability.

Investigations instituted by the German Government to determine whether there were any real means of deciding between imitation mold-mades and genuine hand-mades, resulted in the statement that, so far as internal characteristics were concerned, no appreciable difference was noticeable. Of external appearances sufficient technical knowledge was not forthcoming to pro-

nounce a decision. Owing to the fraudulent practice sometimes indulged in of misrepresenting imitation hand-mades to be the genuine thing, it is highly desirable that purchasers should have some idea of distinguishing between them.

MODE OF MANUFACTURE.

A knowledge of the methods by which hand-made characteristics are imparted to the two classes of imitation is very useful in helping the buyer to a better appreciation of differences which are likely to occur.

The ordinary machine-made imitation hand-made is turned out from the Fourdrinier machine in practically the same manner as an everyday account book paper would be. The selection of raw materials and their treatment during pulping follows on the same lines as for hand-made papers, although it must be stated that the ultimate price influences the length of treatment and care during the progressive stages. This is a matter in which genuine British hand-made carries an absolute guarantee, hence ensuring the highest degree of permanence. The coloring material, smalts, mentioned in Parts IV and V, is resorted to in the highest class machine-made imitations, and its high specific gravity causes it to come to the underside of the paper. This creates a difference between hand-made and machine-made, which may often be relied upon for the detection of an imitation hand-made, especially if taken in conjunction with the laid lines in the paper. On a genuine hand-made, the impressed laid lines and the right side of the watermark are synonymous with the side showing increased smalt coloring.

The boiling and beating of the ragstuff for machine-mades is so regulated as to produce a cloudy appearance similar to that possessed by most hand-mades. When the pulp gets to the machine it flows on to the wire with the fibres in the direction of the flow. It is very necessary, when imparting hand-made characteristics, to upset this arrangement, otherwise the great difference in strength between cross and lengthway of the sheet will immediately neutralize all its other good points. A patent arrangement is resorted to which pulls the fibres down while they are in an agitated state, thus preventing to a large extent the setting in one direction. After passing over the wire, the ensuing treatment is similar to that of loft dried papers, previously mentioned.

MOLD-MADES.

Mold-made imitations of hand-made paper are produced in several ways, or rather, by several types of machine. They all differ from the ordinary paper-making machine, inasmuch as they impart four deckled edges to the sheet by making but one sheet at a time, whereas the paper-machine makes paper in the web, with two deckled edges only, which are usually cut off when slitting the web into two sheets.

One type of machine to make imitation hand-mades consists of a cylindrical drum,

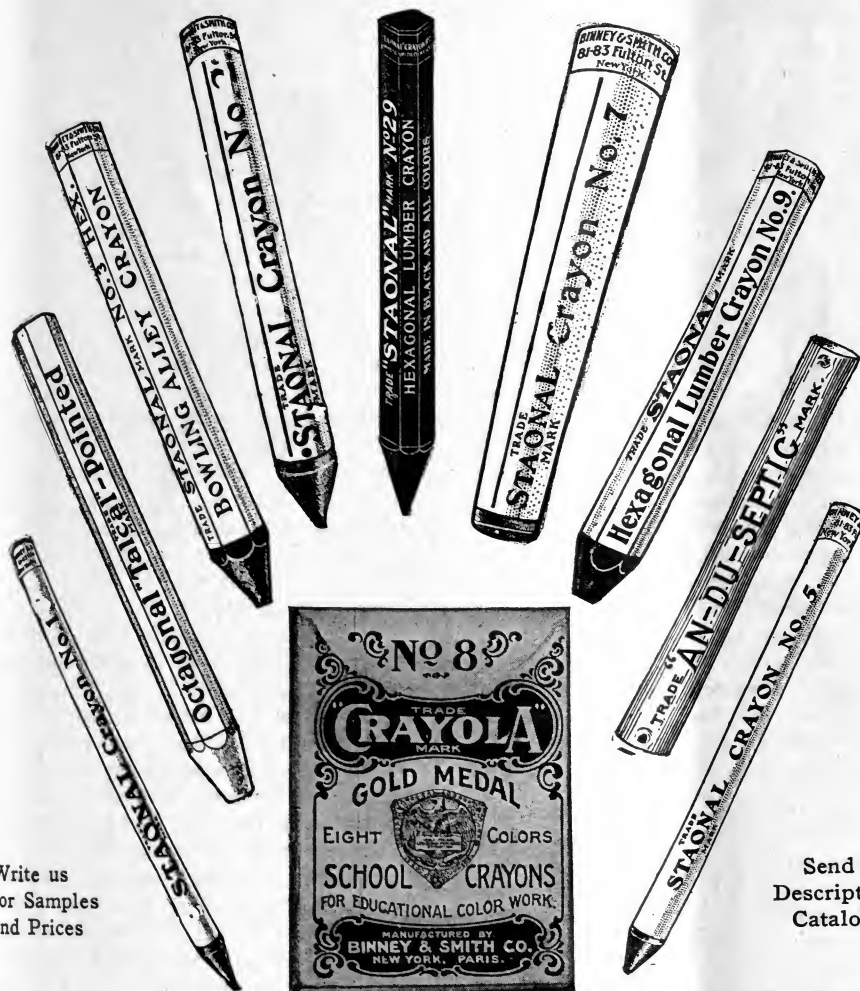
upon which the desired size of sheet is arranged by placing bands in position. When the pulp is picked up on the cylinder, less of it lodges where the bands are, therefore deckled edges mark the outline of the sheet. Another type of machine imitates very closely the appliances and movements of vatman and coucher in the genuine process. A movable mold of required size receives a flow of agitated pulp from an elevated trough, from which it issues in regulated quantity, and is transferred down a large number of valves. The mold travels and automatically deposits the moist sheet (which has had the excess water previously removed by suction) on to the couching felts. The succeeding processes are somewhat similar to those used in the genuine hand-made industry. Other machines are used on the Continent to produce imitation hand-made stock, but the principle is much the same as either one or the other of the aforementioned.

DETECTION OF IMITATIONS.

To consider now the character of and differences between the three classes of paper, namely, hand-made, mold-made and machine-made imitation. The two former always have deckled edges all round. Machine-made paper is very rarely issued with deckled edges; if it is, they can be but on two sides. The great strength of the machine-made imitations was observed at the commencement of this article, but it will be noticed that, despite the patented arrangement intended to obviate the set direction of the fibres, there is much diversity in strength crossway from length. This is an ever-present fault with each and every machine-made paper; equality of breaking strain has never been attained. This may be observed in the tear of the sheet, the cross direction parting much readier than the length. Of course, when we speak of cross and length, we do not refer to the single sheet, but to the direction which the sheet assumed in its passage through the machine as part of the web. Other influences, apart from the direction of the fibre, affect the physical structure of the machine-made paper, for the elongation figures in the table show a marked difference. There is a great tension on the lengthway of the web, which does not allow the paper to shrink as it otherwise would. In the crossway, full play is allowed. It therefore remains as a characteristic of machine papers that they will stretch much more in the crossway than in the length. Both mold-made and hand-made papers are nearer to being equal in all respects, both ways of the sheet, although a slight diversity is apparent, introduced by the character of shake given to the wet pulp. However, we cannot look in this direction between the two types of make. If a number of sheets are to hand for examination it will generally be found that little blot shaped transparencies are visible on some hand-made sheets, but absent from

(Continued on page 26.)

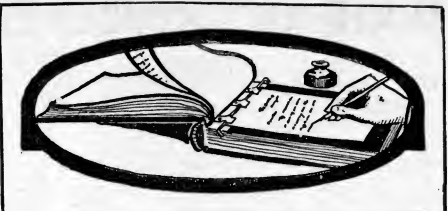
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WRIT OF REPLEVIN

This Action Frequently Prevents Loss of Goods—What It Is, and the Goods That Can Be Replevined.

BY ELTON J. BUCKLEY.
(Copyright, 1911.)

The action of replevin is one which merchants, both wholesale and retail, as well as business men generally, can occasionally use with good effect. It is a proceeding directing the sheriff to seize specific, identified property, on the ground that it has either been wrongfully obtained from the real owner, or is improperly withheld from him.

A favorite use of replevin is where goods have been delivered to a buyer who becomes bankrupt before selling them, and while they are still in his possession. Though quite frequently tried, however, replevin doesn't always succeed in such a case, for reasons which I shall explain.

Replevin is one of the oldest actions known to the law, and while most States have passed statutes regulating it, it really rests on the common law, and can therefore be employed whether a given State has passed laws upon it or not. Replevin can be used with personal property only; it is never used with real estate.

PROPERTY SUBJECT TO REPLEVIN.

To be a subject of replevin, property must be capable of identification. For instance, cases of stationery in the original packages just as they came from the manufacturer could be replevined, but if the dealer had more of the same goods in stock, and had opened the cases and mixed the new goods with the old, they could not be replevined because incapable of identification.

This phase of the matter is subject to an exception—where the buyer has wrongfully mixed new goods with old in order to defeat the seller. In such a case the latter can seize from the mass a quantity corresponding to that which he claims is his own.

Another peculiar feature of the law of replevin is that where the goods can be positively identified they can be replevined even where their form has entirely changed. For instance, there are cases where the owner of lumber has been permitted to replevin it even after it has been made into chairs, and the owner of cloth to replevin it after it has been made into clothes.

No one may replevin goods the title to which has passed to the buyer. The whole proceeding rests on the principle that the plaintiff must have title to the goods and the right to their possession.

A CASE IN POINT.

To make this phase of the subject clear—A, a wholesale dealer, sells goods on credit to B. The goods are delivered to

B, but before he has paid for them or even unpacked them, he makes an assignment for the benefit of creditors.

A, thinking to get his goods back, secures a writ of replevin, but he will fail, because title to the goods had passed to B. This is provided B did not use fraud in obtaining them.

If the purchase was fraudulent A can replevin. For example, B might tell A that he was worth \$10,000 net, that his business was prosperous, and that he had a line of credit from C and D. If these representations were false, A can seize the goods even though the title has apparently passed.

And he can not only replevin them from B, but from any other person who is not a bona fide buyer from B. If any one else, in ignorance of the fraud, has bought them for value from B, A is barred so far as replevin is concerned.

Referring again to the bearing of the question of title upon the right to replevin, the rule is different where title has not actually passed to B. If for any reason the goods are not to become B's until he has done certain things, A can replevin from B or from anybody else to whom B has transferred the goods before doing those things.

ILLUSTRATED BY INSTALLMENT CONTRACT.

An installment contract supplies an apt illustration. A, a manufacturer of store fixtures, sell B a cash register on the installment plan, B to pay so much a month on it, and to get full title as soon as he has made the final payment. When half the payments have been made B sells the cash register to C. A can replevin it whether C has bought it in good faith or not, because the title never passed to B, and B therefore never had title to pass to C.

The buyer sometimes tries to replevin, in order to compel a seller to deliver him goods he has bought. Two illustrations will make this plain:

A, a retail cigar dealer, bought of B, a jobber, a quantity of briar pipes. Immediately afterward the market advances. B has never made any move toward delivering, has never set apart any good for A, and has done nothing whatever which would pass title to A. A, seeking to get his goods, issues a writ of replevin against B, but he will fail, because his goods are not identifiable. They had never become his.

But if B had done anything to pass title to A, A could then replevin the goods, because he had both the title and the right of possession. For instance, if B had written to A, "the goods ordered by you on June 1 have been packed for you and are in our warehouse awaiting shipping instructions," title would have passed, and replevin would lie by A against B. Even if B had transferred the goods to C, replevin would lie against C if the goods could be identified.

REPLEVIN PRACTICE SAME IN ALL STATES.

The practice regarding replevin is substantially the same in all the States. The plaintiff orders the sheriff or other court officer to seize certain goods, which he closely describes, in the hands of a certain person or persons.

Before the writ will issue, he must give a bond binding him to prosecute his cause with diligence, return the goods to the defendant if he—the plaintiff—is successful in the action, and to pay all costs and damages. The sheriff then seizes the goods and restores them to the plaintiff.

In most States, however, the defendant can himself give a bond for twice the value of the goods, and continue to hold them. The suit then proceeds, the defendant's bond taking the place of the goods as security for the plaintiff.

In Illinois, Michigan, Minnesota, Nebraska and New York, however, the defendant is not permitted to give a bond and hold the goods; the plaintiff is considered to have the right to hold them until the suit is decided.

The case is subsequently heard in court the same as any other case, the question being whose goods are they? If the judge or jury finds they belong to the plaintiff they are awarded to him, while if they decide that the goods belong to the defendant they are awarded to him and he has recourse upon the bond filed by the plaintiff for any actual expenses, such as cartage, involved by the seizure under the writ of replevin. Most of the States also allow a defendant who gets the verdict to recover damages from the other for the unlawful taking or detention.

BUSINESS BUILDING

(Continued from page 21.)

Don't let him do it. Let him call his companions, and go over with them triumphantly. Their victory will be his victory.

All will Win, and yet Each Man will be an Individual Victor. Isn't that the noblest kind of Victory in which All Triumph and no one suffers defeat?

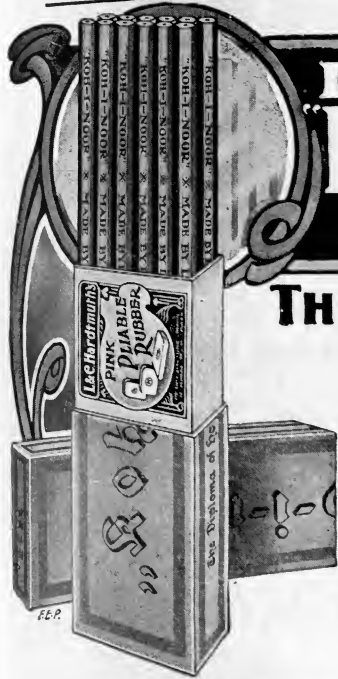
If you are, I want a word with you. If you are an employee—that is, the right kind of employee—the employee who has determined on becoming a "boss" some day—this is of interest to you, too.

A great business man said to me recently, "I quit thinking about the success of the company, dividends, et cetera, a long time ago, and transferred my thought to make each man and woman connected with my institution a success. As soon as I did that, I found that the success of the institution began to take care of itself."

If the employees in your institution are not successes, then your institution is not a success. Do you feel that way?

WHAT IS THE GREATEST POWER IN BUSINESS?

What is your answer? Think it over well and long. It is important enough to deserve that.



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complete satisfaction and full value, as one "KOH-I-NOOR" pencil will outlast six ordinary pencils. The price only represents the quality—the remarkable lasting qualities of the lead.

"KOH-I-NOOR" PENCILS

are made in 17 degrees: 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H, 5H, 6H, 7H, 8H, 9H and are easily distinguished by their attractive and beautiful yellow finish stamped in gold on two sides.

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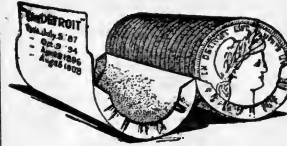
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CORRESPONDENCE SOLICITED

LET US SUBMIT QUOTATIONS.

DEVELOPMENT OF WRITING

A Very Brief Outline History of the Growth of the Art—An Interesting and Instructive Study.

Writing is an art with a history as complete as that of the arts of sculpture and painting. The material used by the early Romans was wax spread upon tablets. The letters were formed on the soft smooth surface with the pointed end of the stylus. The other end of the instrument was flat, and this was used to smooth over the surface where errors were found and prepare it for the correct writing. From this use the stylus has given the name "style" to the writer's manner of composing.

The word manuscript means hand-written. Inscriptions upon stone and metal wax were, of course, "made by hand" as directly as words are written on paper, but none of these records appears ever to have been called manuscript. This word was restricted to copies made on parchment, vellum, paper and similar material which could be folded or rolled.

The type of letters in early manuscripts was the same as that of those used on the earlier metal plates and wax tablets. All letters were capitals. Minuscule, or small lettering, as opposed to the majuscule, was invented in the seventh century. Before its invention there was no spacing between words. There was no punctuation, unless possibly some mark between sentences.

When cursive writing came into general use, about the beginning of the tenth century, the art was practised by only a few highly trained scribes. This continued all through the Middle Ages. The scribes were artists and they carried their art to a high degree of perfection. Many of the manuscripts of that period are very beautiful specimens of handiwork and as perfect as print.

As the use of correspondence became more and more frequent and the practice of writing passed out of the hands of the few professional scribes and became the employment of the many. This change involved the decline of the art, and few highly embellished specimens of handwriting appeared. Copyists were succeeded by handicraftsmen.

Various types of writing have succeeded one another at different epochs. The character of the handwriting done in one century is readily distinguishable from that of the century preceding or following. The change is in the direction of greater freedom and facility.

It is since the adoption of cheap postal rates that the most rapid change has occurred. Another point to be noted is that within the last twenty years the handwriting of women has come to resemble closely that of men. Formerly a woman's writing was rarely mistaken for that of

a man; now it often puzzles the reader to tell them apart. This has resulted largely from co-education.—Harper's Weekly.

"Raphael House" Outing

The "Coming of Age" of Mr. Desmond A. Tuck, of Raphael House, was celebrated on the 4th inst., in a way which was appreciated to the fullest extent by everyone who participated, says the Stationery Trades Journal of London, Eng.

The steamship "Royal Sovereign" was chartered, and the whole of the staff and employees, together with some private friends, were invited to a day's outing to Margate.

The start was made at Old Swan Pier at half-past nine, when several hundreds of gaily attired holiday makers assembled and were welcomed by Sir Adolph and Lady Tuck, and Mr. Desmond Tuck, as each one stepped across the gangway.

The weather was perfect, a bright sun being tempered by the gentlest of breezes, and this put everyone in the best of spirits. During the morning various sports were held: Egg and spoon, potato, wheelbarrow, cigarette, and thread-needle races, cock fighting, and tug-of-war. The finals of these were decided in the afternoon, and the prizes were presented by Lady Tuck. "Kiss-in-the-Ring" proved a highly popular addition to the programme, and yielded as much fun to the onlookers as to those actively concerned.

A pretty ceremony was the presentation to Lady Tuck of a lovely basket of flowers, with inscription in a silver frame, by one of the youngest members of the staff, who performed her duty in a very graceful manner. At noon came a well served luncheon, the whole of the saloons being filled by the first instalment of guests. During this event the health of Mr. Desmond Tuck was proposed by Mr. Jacob, head of the counting house, who bore testimony to his personal and business qualities. This was endorsed by Mr. Gustave Tuck, and the toast was drunk with great enthusiasm to the accompaniment of "For he's a jolly good fellow." An acknowledgment was made by Mr. Tuck in well expressed terms.

A couple of hours was spent on shore, and the kindly thought of the host and hostess was shown by all the younger employees being furnished with a new half-crown each, to provide themselves with some souvenir of Margate Town.

The return voyage commenced at 4:30, a "high tea" being partaken of soon after the start.

The enjoyment of the day was enhanced by the heartiness with which Sir Adolph and Lady Tuck entered into all the amusements and occupations of their guests, and it was the universally expressed opinion that the day had been packed full of the most pleasurable experiences, which would long remain in memory.

The Live Merchant Asks Himself

Have I found a way to cut expenses?
Have I cleaned up any of the old stickers?
Have I used enough for leaders?
Have I seen that the store is kept clean and in order?
Have I marked all the new—and old—goods in plain figures?
Have I done anything to get new people into the store?
Have I given my advertising and show windows proper attention?
Have I overstocked on any article?
Have I really placed my orders where price and quality are best?
Have I explained the talking points of the goods to the salespeople?
Have I dealt squarely with them?
Have I been pleasant to every one today?
Have I made plans for a better day tomorrow?
Am I a better merchant—and a better man—that I was yesterday?—Glenwood S. Buck.

PAPER KNOWLEDGE

(Continued from page 22.)

mold-mades. These are the result of tiny drops of water falling from the vatman's hands on to the moist pulp on the mold. Obviously they cannot naturally occur on mechanical mold-made. The different mode of abstracting the water seems to impart a clearer look through to mold-mades, whereas hand-mades are more cloudy. Again, the deckle seems more clearly outlined in mold-mades, with the laid pattern well defined to where the transparent deckle begins.

THE "FEEL" IMITATED.

It is questionable whether the feel of hand-made paper has been perfectly imitated, although it requires a very long experience to be able to intelligently discern the difference. Constant handling seems to show that there is more brittleness in the tear of mold-mades, which do not, as a rule, possess the flexibility of hand-mades. Although identically the same materials may be used for paper by either process, it is not to be expected that the extremely careful and prolonged operations attendant upon genuine hand-made, are likely to be indulged in for mold-mades, whose chief consideration is the fact that they must be decidedly cheaper than the genuine article.

Perhaps the best method of deciding how a paper is made, is to be thoroughly conversant with all the brands and makers of real hand-made paper. This information can readily be gleaned from the various paper-making directories, etc. Again, when the description of a doubtful make comes to hand, observe the wording with extreme care, noting whether it is definitely stated as hand-made. As a rule, the imitations are designated in such a way as to mislead the purchasers who do not know.—By Harry A. Maddox, in the Stationery Trades Journal of London, Eng.



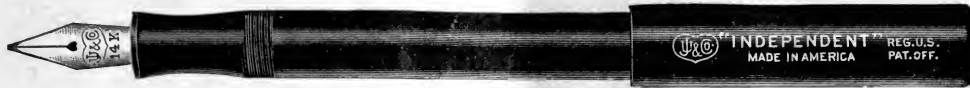
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Gold Pen.

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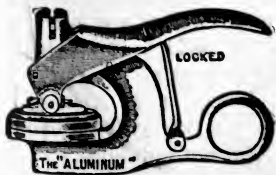


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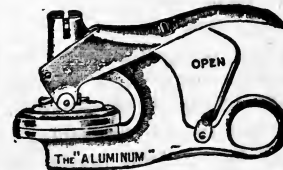
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SAFE — SURE — SIMPLE — SATISFACTORY. Can be carried in any position without fear of leakage. The cap cannot be lost because it is screwed to the barrel, and, being absolutely air-tight, it prevents the ink from drying.

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EAGLE PENCIL COMPANY, 377-379 Broadway, New York

UTILIZING SUMMER LULL.

While a Vacation Is Recommended, Still the Stationer Has Plenty of Time to Prepare for the Busy Times.

During the summer, when business drags and the temperature is not conducive to unusual exertion, one is inclined to put on a long face and decide that business has gone to the "bow-wows," says The Keystone. In this state of mind one cannot enjoy a vacation and is worthless in his store.

The summer months are not the jeweler's harvest time, but they are a good planting time. During July, August and September, with very little effort, things can be done about a store that will increase business and lessen worry when the busy season comes along later.

As a matter of fact, every business man should relax during a certain time in the year. A continuous grind not only wears out the machinery, but makes it work badly before it is actually worthless. If you will take a genuine vacation of thirty days each summer and get absolutely away from business for that period, you can easily make up the time lost through greatly increased energy when you return.

This is one of the things in line with your preparation for the fall and holidays. You will feel more direct good from a vacation if you take it late in the summer, so that trade starts shortly after you return.

This, however, does not take up your entire summer, and while you are at work don't lose heart over a lack of business. Spend your time working on your stock. Advertise summer bargains and keep a display of special-priced goods in your window. Pick out the odd pieces and broken sets in your stock and get rid of them if possible at any price.

Those things that are unsalable because they are shop worn refinish and get in salable shape. If necessary return goods to the factory for refinishing or repairing. Don't let unsalable goods mar your stock. If an article is past putting in good shape don't leave it in your stock. If your stock is carefully handled goods depreciate very slowly, but carelessness in caring for the stock will mean a serious loss.

During the summer, too, is a good time to go over your cases and boxes and your material. Clean out cupboards and drawers and create more system and order about your store. Plan ahead so that when you get busy you haven't a lot of details to bother with.

At odd moments study catalogues, post yourself on the best place to buy some of the special order items that you always have to bother with during the holidays. All these things won't overtax you. You can still take a little time to play golf or go to the baseball game, but don't let the summer drag along without doing something more than looking after the little imme-

diate business you may have. If you will think a few months ahead you will forget how quiet business is and you will be mighty glad when you do get busy that you didn't waste your summer.

Back to the Garage

"When you came into this business, young man (thus saith the proprietor), you represented yourself to be a forty horse-power machine, fully equipped and tested; ready for the track; spark-plug in action, bearings oiled, reservoir loaded with gasoline, steering apparatus in perfect order, lamps in place, exhaust properly muffled; hand painted from end to end; good for a hill-climbing contest, an endurance run, or any old thing in the way of hard work that a chauffeur (that's me) might require of you. These were a few of the specifications that you unrolled before me, at the time you were chartering yourself to me for a business run.

"So far, your action has not been good, and your tires are too fully inflated to be secure when you strike the jolts. Your steering gear is hard to manage; you will make for the curb when your place is in the middle of the road. You lag on the hills, and make a big noise in going over the stretches of bad road. At times you can put on the full forty horse momentum, and at other times it drops down to a half-dozen old spavined hacks. Your spark-plug is erratic. It is in action for a cigarette, I notice, but not to be relied upon when a time comes for the machine to go.

"You don't like to carry loads; seem to be a fancy roadster, not available as an auto-truck in an emergency. I don't altogether like your lubricants; too large a proportion of aqua vitae to the oil.

"How would it do for you, young man to again go over the specifications, and see if you cannot gear up to meet them? The machine seems to have some good stuff in it, and what it needs, is to get it into better running order. If so, all right. If not,

"Back to the Garage for yours!"—Hard ware Dealers' Magazine.

A Hypnotized Lead Pencil

In a very prominent and very sensational court case lately tried in Maine, a hypnotized lead pencil was one of the features. It has been remarked for many years that those who made use of Dixon's American Graphite Pencils, where much writing was to be done, were conscious of an absence of fatigue, and a clearness and serenity of mind not possible when using any other writing instrument.

We had always supposed it due to the smoothness and fine quality of the Dixon leads, but it may be that the Dixon pencils are really hypnotized. It was Dixon's Graphite.

St. Louis Stationers Enjoy Outing

(From Our Regular Correspondent.)

ST. LOUIS, Mo., July 24.—The St. Louis stationers enjoyed an outing at Cedar Crest Hunting and Fishing Lodge on Saturday and Sunday of last week. Cedar Crest is located in a beautiful valley, on the Meramec river, about twenty-five miles from St. Louis. There is good fishing in the river and the scenery of the adjacent country is gorgeous. The lodge is built on rustic style, and nothing is lacking that will deny comfort to the guests. There were various sorts of amusements in which the stationers partook, such as rowing, swimming, tennis, croquet and golf. Practically all the stationers were able to enjoy the outing as their stores are closed Saturday afternoons. The start was made on Saturday noon, and the entire crowd was motored down to the crest in special automobiles. The hour and a half ride was entirely too short, as everybody enjoyed it immensely. Shortly after their arrival a baseball game was played between picked teams in which the honors were evenly divided. All those who attended the outing enjoyed themselves to such a degree that the occasion will be remembered as one of the pleasantest outings of the St. Louis Stationers' Club.

SOUTHWEST.

Actors Defend Stage Book

A recent decision of the New York Public Library prohibiting "Anna Malleen," the latest novel of George H. Brennan, has aroused a protest in theatrical circles in this city. Members of the Actors' Church Alliance have taken the lead in expressions of indignation against the library's action.

The edict against the book was first announced two weeks ago at a branch of the library in Jackson Square. An appeal was taken to Superintendent of Circulation Adams. Mr. Adams, after referring the book to one of his censors, confirmed the decision of the branch institution.

Courage

ROBERT FRANCIS NATTAN.

Courage is as essential to success in business as it is in war. Faint-hearted men never by their own efforts accomplish anything worth while, although a quasi-success is occasionally thrust upon them.

To have courage means, above all, to be able to practice self-abnegation, to make real sacrifices of every kind, in behalf of the ultimate object. It means strength and daring to depart from the well-beaten path, and the ability to carve out a new way.

To have courage means to brave danger, to fight or even die, for a right principle; to be fearless, just and iron-willed.

A courageous man is strengthened rather than disheartened by adversity. He smiles, when fate frowns, until fate finally smiles with him.



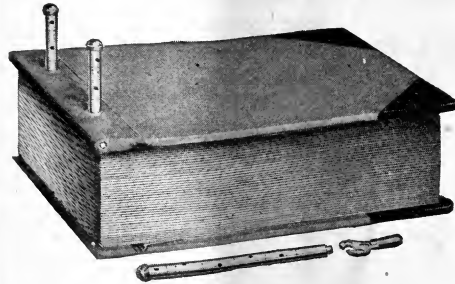
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STYLE "Y" SECTIONAL POST BINDER
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5-16" or 3/4" SECTIONAL POSTS, End Lock, highest grade Binders' Board, covered with Drab Canvas and rounded Leather Corners. Carried in stock in all the popular sizes and centers. Special sizes or special Bindings made up on short notice. Let us quote you prices.

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NEW PATENTS

Messrs. Davis & Davis, Washington, patent attorneys, report the grant, this week, of the following patents:

- 997,311—Loose Leaf Binder. J. G. Meyers, Pittsburg, Pa.
 997,328—Credit Account File. J. H. Ringer, Canton, Ohio.
 997,512—Display Case for Thumb Tacks and Other Articles. L. Schermerhorn, Montclair, N. J.
 997,599—Loose Leaf Binder. C. J. Bryant, Chicago, Ill.
 997,608—Loose Leaf Binder. B. vom Eigen, Newark, N. J.
 997,634—Loose Leaf Binder. L. M. Morehouse, Newark, N. J.
 997,741—Pencil Sharpener. H. Rolle, Phila., Pa.
 998,663.—Duplicator. G. Wood, Newark, N. J.
 998,667.—Cigar and Pencil Vending Machine. J. B. Baker, Lawton, Okla.
 998,817.—Bank Check Form. J. B. Walkley, Salt Lake City, Utah.
 998,951.—Stamp Moistener. A. Blieden, Kansas City, Mo.
 998,963.—File Binder. A. Faifer, St. Louis, Mo.
 999,001.—Index in Books. J. H. Vieser, Chicago, Ill.
 999,057.—Envelope. B. G. Raymer and A. Heveker, Jr., McKeesport, Pa.
 999,168.—Gageable Dip Cup for Inkwells. A. L. Hurd, Berkeley, Cal.
 996,695—Document File. E. W. Bauer, Jamestown, N. Y.
 996,769—Sealing Device. C. R. Keeran, Bloomington, Ill.
 996,937—Fountain Pen. W. R. Mulock, Winnipeg, Manitoba, Canada.
 997,097—Pen and Pencil Holder. J. P. Shafer, Niagara, Wis.
 997,985.—Loose-Leaf Book. C. Forgeron, Rosedale, Kans.
 997,999.—Envelope. G. J. Hartke, Chicago, Ill.
 998,037.—Perpetual Inventory Book. C. K. Reifsnider, and L. E. Goodwin, St. Louis, Mo.
 998,044.—Pencil Holding Means for Pencil Sharpeners. C. C. Spengler, Rockford, Ill.
 998,078.—Manifolding Sheets. G. W. Dickey, Portland, Me.
 998,167.—Pivot-Bridge Score Sheets. A. N. Gardiner, Haverhill, Mass.
 998,250.—Desk Rack. S. D. Langley, Madisonville, Ky.
 998,332.—Self-Protecting Check. A. J. Farmer, Grosse Points Farms, Mich.
 998,342.—Envelope. F. Kaczynski, Cohoes, N. Y.
 998,348.—Envelope. K. Kolek, Buffalo, N. Y.
 998,443.—Penholder. F. W. Wright, Memphis, Tenn.

Don't allow summer dullness to suggest that the store sign is an epitaph.

The Real Explorer

The picture postcard manufacturer is your real modern explorer. You may flatter yourself that you have made a discovery when you happen, in the course of a walking tour, upon a neighborhood so remote that neither you nor any of your acquaintances have ever heard of its existence, many miles distant from railway and main-traveled roads; but you will find the picture postcard awaiting you at the village store. Its manufacturer has been there before you. He has explored the place and caught with his camera all its secrets of rustic charm and quiet, all its quaint delights of creeper-covered cottage architecture.

Nothing escapes the man with the commercial camera. He anticipates demand with an abundant supply. He outstrips the ubiquitous Messrs. Cook, he supplements Herr Badeker, he puts to shame the typographical knowledge of oldest inhabitant, the sharpened perception of the most romantic couple in search of picturesque solitude. Where insurance, sewing machine and book agents are unknown his agents penetrate and return bearing negatives more profitable than those given by the native to these others, should they disturb the simple peace.

The salary you command is in your own hands, namely, as to how good a salesman you are. How good a salesman you are depends on your ability and your willingness to learn. A clerk who is a good salesman will study all the advantages of salesmanship, grasp every opportunity and become a dividend payer for the house.

Thompson Smith Co.

263 Fifth Avenue
 Cor. 29th Street
 NEW YORK

Dainty and
 Different

Greeting Cards

in envelopes for
 Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards }
 Hurds Royal Red Stock } \$3.00
 St. Patrick Cards } per 100
 Hurds Royal Green Stock }
 The kind we have made so popular

First learn to think right yourself and then only can you expect to successfully teach others.

Don't be afraid to start small. No business man ever began at the top and stayed there.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

STATIONER WANTED, thoroughly posted in jobbing line. Capable of managing and producing results. Good salary and ample opportunity of advancement to proper person. Address, giving reference and experience, Jobber, care American Stationer.

YOUNG LADY, seven years' experience, desires position with a reliable book and stationery firm. Employed now. Address Experienced, care American Stationer.

SALESWOMEN WANTED, well posted in fashionable stationery, leather and fancy goods, to take position on or about October 1st. Drew's Stationery Book and Art Store, Jacksonville, Fla.

AMERICAN, 35, wants position, salesman and window trimmer. Nine years' experience in book, stationery and periodical store. References. B. H. Algers, 293 Columbus Ave., Boston, Mass.

WANTED—A reliable man to sell a first class line of goods to the wholesale stationer, drug and toy trade throughout the South. Must be acquainted with the trade. Liberal arrangement with the right man. Address Southern, care American Stationer.

CHICAGO SPECIALTY AGENT wishes assistance for suburban and smaller trade. Prefer young man 21 years; some experience with stationery lines. State age, experience and salary expected. Address Specialty, care American Stationer.

TRAVELING SALESMAN wanted, calling on the wholesale stationery trade in California and Pacific Coast territory, to carry first class line of goods on commission. Address Pacific, care American Stationer.

AGENCIES WANTED—Salesman with good connection in stationery and fancy goods wants lines on commission; permanent sample room. Address Dunne, 417 Lindsay Bldg., Montreal, Canada.

FOR SALE—Interest and management established stationery store; best town in South; an opportunity; three thousand cash or more required. Other interest demanding time necessitates this change. Address South, care American Stationer.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.

SALESMEN WANTED, calling on the stationery trade to handle our line of steel die embossed Christmas cards, folders and letters. The Educational Supply Co., Painesville, Ohio.

Having sold my interest in
 the Hoge Mfg. Co.

I want exclusive agency for
 Boston, New York, Philadelphia,
 Baltimore and Washington. Am known to retail and
 jobbing trade.

Hampden Hoge,
 108 Fulton St., N. Y.

Rate on Books Complained of

(From Our Regular Correspondent.)

WASHINGTON, D. C., July 26.—The San Francisco News Company has filed a complaint with the Interstate Commerce Commission against the Chicago & North Western Railway Company, et al., as to the rates of \$3 per hundred pounds charged on paper printed novels, books, periodicals and magazines when transported in bags as against a rate of \$2 L. C. L., and \$1.40 carload rates when packed in boxes.

It appears that for many years past the news company has made complaint to the carriers about the injustice of this charge, and that any rate other than the current commodity rate for paper printed matter is illegal and should be refunded. Attention is also called to the fact that all of this matter shipped east-bound is composed entirely of unsaleable matter, returned to the manufacturers as worthless, and that the specific commodity rates west bound, which is \$2 on L. C. L. shipments and \$1.40 on C. L. shipments, should apply on the eastbound as on the westbound, to either boxed or bundled packages. Several reasons are given as to why this is an unfair classification; one of which is that the same rate applies to books and magazines worth from five cents to eight cents each as to those worth from \$1 to \$25 each; that the cheaper printed books move in sufficient quantities to justify a lower rate; that by reason of the small margin of profit for the dealer in printed books, magazines or periodicals the penalty of 50 per cent. assessed when they are packed in bags makes the rate prohibitive.

They ask for a hearing and investigation, and that an order be made for the establishment and maintenance of a rate for future shipments of magazines, newspapers and paper bound books in boxes, bundles or bags, between San Francisco and Chicago which will in no instance exceed \$1.40 per 100 pounds on carload and \$2 on less than carload shipments. Reparation is also requested.

A. F. TENNILLE.

Mind Clear—Judgment Keen

There is a microbe called "unrest." It breeds in many a busy brain. It blurs many a clear vision. It unbalances many a sound judgment. It sours a healthy ambition. It ferments it into a mad passion for quick riches. It urges us on to undertake things overnight that need years of mature effort to accomplish. It makes us unfit to do our daily work.

Acquire patience—a willingness to wait. Seek content—content that smothers unrest and enables us to do our present task with a true eye, a clear mind, a keen judgment.—System.

A MONEY MAKER!

For Every Stationer.

THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

Must Have It

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

A Great Help

Hunt and Fossil, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

It Increased His Profits

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

Never Begrudges the Money

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

Appreciates Its Usefulness

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

Will Always Want It

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

A Subscriber Since 1879

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Enclosed find draft for \$2 for another year."

Last to Be Dispensed With

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

Gives Great Returns

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

A Subscriber Thirty-five Years

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

Cannot Afford to Do Without It

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

Helps to Success

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

Classed Among the Necessities

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

Can't Do Business Without It

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

One Page Worth Several Years' Price

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

Misses It Much

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

Always on the Lookout for It

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

Ad. Brought Flood of Inquiries

The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

Better With It

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."

Notes on New Books

Best Selling Books.

According to the Bookman's lists, the six books (fiction) which have sold best in the order of demand during May were:

- | | Points. |
|---|---------|
| 1. "The Prodigal Judge." Kester. (Bobbs-Merrill.) \$1.25..... | 240 |
| 2. "The Broad Highway." Farnol. (Little, Brown.)..... | 224 |
| 3. "Miss Gibbie Gault." Boshier. (Harper.) \$1.20..... | 93 |
| 4. "The Golden Silence." Williamson. (Doubleday, Page.) \$1.35..... | 91 |
| 5. "Queed." Harrison. (Houghton, Mifflin) \$1.35..... | 82 |
| 6. "The Grain of Dust." Phillips. (Appleton.) \$1.30..... | 71 |

The best selling non-fiction was:

1. "The Doctor's Dilemma." Shaw. (Brentano.) \$1.50.
2. "The Practical Flower Garden." Ely. (Macmillan.) \$2.
3. "Woman and Labor." Schreiner. (Stokes.) \$1.25.
4. "The Blue Bird." Maeterlinck. (Dodd, Mead.) \$1.25.
5. "A Tenderfoot with Peary." Borup. (Stokes.) \$2.10.
6. "The Cabin." White. (Doubleday, Page.) \$1.50.

The Best selling juveniles were:

1. "Rover Boys Down East." Winfield. (Grosset & Dunlap.) 60c.
2. "The Young Pitcher." Grey. (Harper.) \$1.25.
3. "Dave Porter and His Rivals." Stratemeyer. (Lothrop, Lee & Shepard.) \$1.25.
4. "Wells Brothers." Adams. (Houghton Mifflin.) \$1.20.
5. "The Motor Boys' Series." Young. (Cupples & Leon.) 60c.

Old Days for New

A pretty brochure in heavy paper, decorated cover with exaggerated illustrations by Fontaine Fox, Jr., is "The Good Old Days" (A. C. McClurg & Co., 50 cents), by Charles Wheeler Bell, being a citation of the various disagreeable things we have in plenty now which were scarce or non-existent in the good, old days, whenever that was. Of course, the new days are quite as good as the old ones were, but it has been the habit of mankind, ever since Adam got out of the Garden, to contrast the present with the past to the discredit of the present—Adam being the only man who really had some cause to complain—and Mr. Bell is not giving to the public any startling production of originality, albeit he makes interesting and amusing

reading of his views from the angle at which he takes them.

He makes his points in paragraphs with the good old days as introductory, for example: "How would you like to return to the good old days—when shoes were fitted to the feet, and not feet to the shoes? When a girl could make up her bed and sweep her room without having nervous prostration? When an invitation to a wedding didn't have to be responded to with a \$17 cut-glass punch-bowl or a \$23 chafing-dish?" And a good many others, satirical, amusing, and now and then pathetic.

Mr. Elliott's "Pajamas"

When Francis Perry Elliott wrote "The Haunted Pajamas" (the Bobbs-Merrill Company), he must have been wearing a suit from the same pattern, seeing that the tale of "The Haunted Pajamas" is such a wozy production. Possibly the late E. Allan Poe might have taken the same material and made a story of it that later-day critics might have held up as a sample of the weird, but Mr. Elliott has not, because he has put a thin veneer of fun over it and has queered both the natural and the supernatural.

"The Haunted Pajamas" were made of some very old Chinese silk, and they worked transformations on everybody who wore them or had them in the house, which is the nub of the story, and around this Mr. Elliott has draped some characters, more or less humorous, part from New York and part from Tarrytown, and the result is unsatisfactory. Mr. Poe never would have done it that way. There is a love strain in it, of course, and the hero finally secures the heroine, but it takes more than that to make a good story. That sort of thing happens too often to be thrillingly interesting, even when a suit of haunted pajamas hovers o'er the scene.

The Candy-Maker's Island

Alphonse Courlander's latest production is a pleasant little tale of adventure. Uncle Polperro is a retired candy manufacturer of wealth and an optimistic imagination. While on a visit to Paris he meets an affable Major, who persuades him to buy a small island in the inevitable South Seas. Being a gentleman of regal proclivities, Uncle Polperro decides to rule over Bongo-land royally, and sets out in the good ship Dje-mi-mèh (christened as a delicate tribute to the late lamented Mrs. P.), Captain Snack in command. With him go his

nephew Charles, who tells the story, and his niece Jennifer, a young lady with a passion for dime novels and a fixed belief that the art of manhood stopped short in the cultivated Court of King Arthur.

Prominent among the crew are Orrocks the mate, a Scottish engineer whose conversation consists largely of "losh" and "havers," one-armed Henry, a useful specimen of some sixty summers, and Mrs. Mapes, a motherly cook with decided prejudices in favor of the nimble skipper.

All goes well until the end of the voyage, when the vessel runs aground on the rocks of Bango-land. In the excitement of reaching the shore one-armed Henry rediscovers his long-lost limb; the mate confesses himself a disguised nobleman; the Scottish engineer becomes a pronounced Cockney, and the island proves to be a British possession with a resident governor, who points out that the elusive M. Jenairien, from whom the purchase was made, has chosen a very truthful nom de guerre. Jennifer is sufficiently disillusioned to marry Cousin Charles, and Uncle Polperro consoles himself by wedding Captain Snack's daughter and returning home to make Bongo berries into candy.

In spite of his English life and education, Mr. Courlander writes in a simple French style resembling Jules Verne's. His book recalls many old friends, among them Treasure Island, Mr. Pickwick, the Admirable Crichton, and the Man from Blankney's. But that only makes it the more entertaining.

Anti-Melancholy Twins

Irene Elliott Benson tells a sprightly, ingenious, and deliciously improbable story in "The Expedition of the Jimmy-John Twins" which will strongly appeal to imaginative young children. The chief actors in the little comedy the story unfolds are two lads who live in a New Jersey town, half an hour's ride from New York. Their expedition is undertaken for the purpose of dispelling the melancholy with which the mother is oppressed. The outcome surpasses their expectations. "Boys," says their father, "you have done more good to your mother than any doctor could have hoped to do." The story is illustrated with full-page drawings by Sarah Noble Ives. (McLoughlin Brothers.)

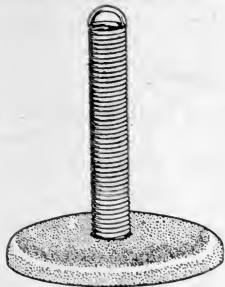
As Eyes Grow Dim

Youth needs no volumes to assure it that it is a desirable period of life, but many have been the treatises "De Senectute," all going to prove the position of Rabbi Ben Ezra. It is a case of "Methinks the lady doth protest too much?" Dr. James M. Campbell's book, "Grow Old Along with Me" (Revell Co., \$1.25), lives up to its title, with cheery optimism, fortified by many apt quotations. Naturally,

MOORE MEMORANDUM FILE AND PAPER WEIGHT

Neat and Attractive—Handy and Useful—Makes Your Desk Complete—No More Lost Papers

An Ideal Paper Weight



A Perfect Desk File

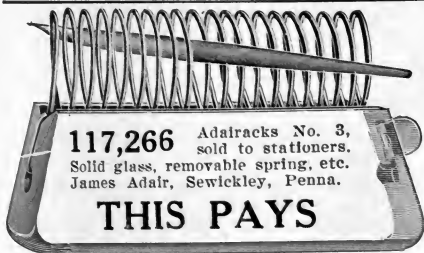
Every paper always in sight
\$1.85 per dozen to dealers

Manufactured by
**INDIANAPOLIS CALCIUM
LIGHT & FILM CO.**

(Novelty Department)

114-116 S. Capitol Ave. Indianapolis, Ind.

THE NELSON CORPORATION
EXCLUSIVE MAKERS OF EVERY KIND
AND STYLE OF LOOSE LEAF BINDING
DEVICE FOR THE RETAIL TRADE.
RULED AND PRINTED SHEETS FOR SAME
443 WELLS ST., CHICAGO, ILL., U.S.A.



THE LAST IS LIKE THE FIRST

There is no varying quality to be found among

Mason Pens



They are all of the first grade and this accounts for "Once a user—always a user" as this one of thousands of similar letters shows:

"Ft. Worth, Tex., March 11, 1911.

"Please send immediately one gross of your No. 20 Pens. Have used them several years now and do not want to be without them again."—Howard Martin, Registrar, S. U. B. T. Seminary.

Mr. Stationer, this is kind of customers we make for you. Write us for samples, prices and list of users in your town.

W. L. MASON CO., Keene, N. H.

ARE YOU READY

For the Summer Trade

Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch.
Try Our New Monotone Style.

500 for \$4.⁰⁰; 1,000 for \$5.⁵⁰

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries."
Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

"It's to your advantage to send for Samples to-day."



E. C. KROPP & CO.

230 JEFFERSON ST.

MILWAUKEE, WIS.

Manufacturers since 1898



In White and Colors

Unexcelled for Blackboard

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

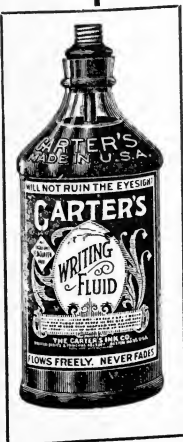
Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages

Manufactured by

**THE STANDARD CRAYON MFG. COMPANY
DANVERS, MASS.**

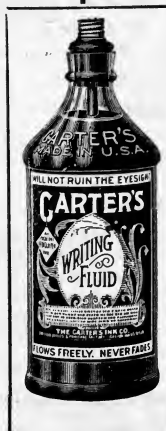
Cooperation with the Dealer

is the groundwork of the plan for selling



Carter's Inks

Sterling goods put up in attractive packages with aids for the dealer in featuring them insure a steady profit from your ink counter.



Feature Carter's

Classified Business Directory and Index to Advertisements.

All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

ART PUBLISHERS.

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Thompson-Smith Co., 194-196 Broadway, New York	30

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D. W. Beaumel & Co., 35 Ann St., New York	10
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STATIONERS' SPECIALTIES.

Chicago Eye Shield Co., 123 South Clinton St., Chicago	29
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Mittag & Volger, Park Ridge, N. J.	5
The S. T. Smith Co., Barclay St., New York	27

it cannot hold much that is new, but it re-shapes old consolations and counsels, and irradiates all with the hope of that immortal youth to which the Christian turns as strength fails and eyes grow dim. Those who are beginning to realize their approach to "the last of life for which the first was made" will find food for pleasant musings in Dr. Campbell's talks, all the more because of type well suited to eyes past their prime.

A Tangle Indeed

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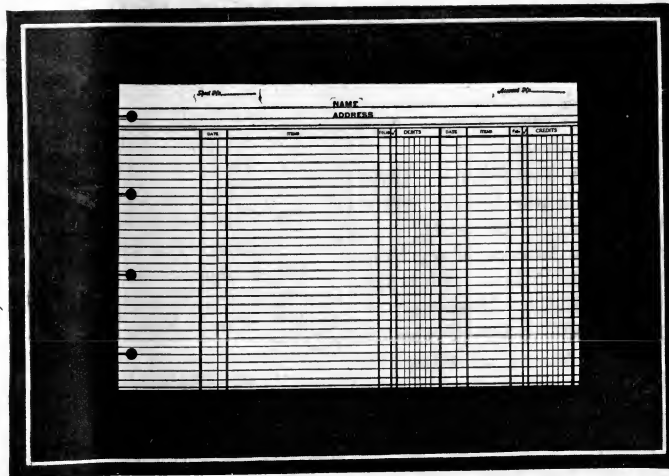
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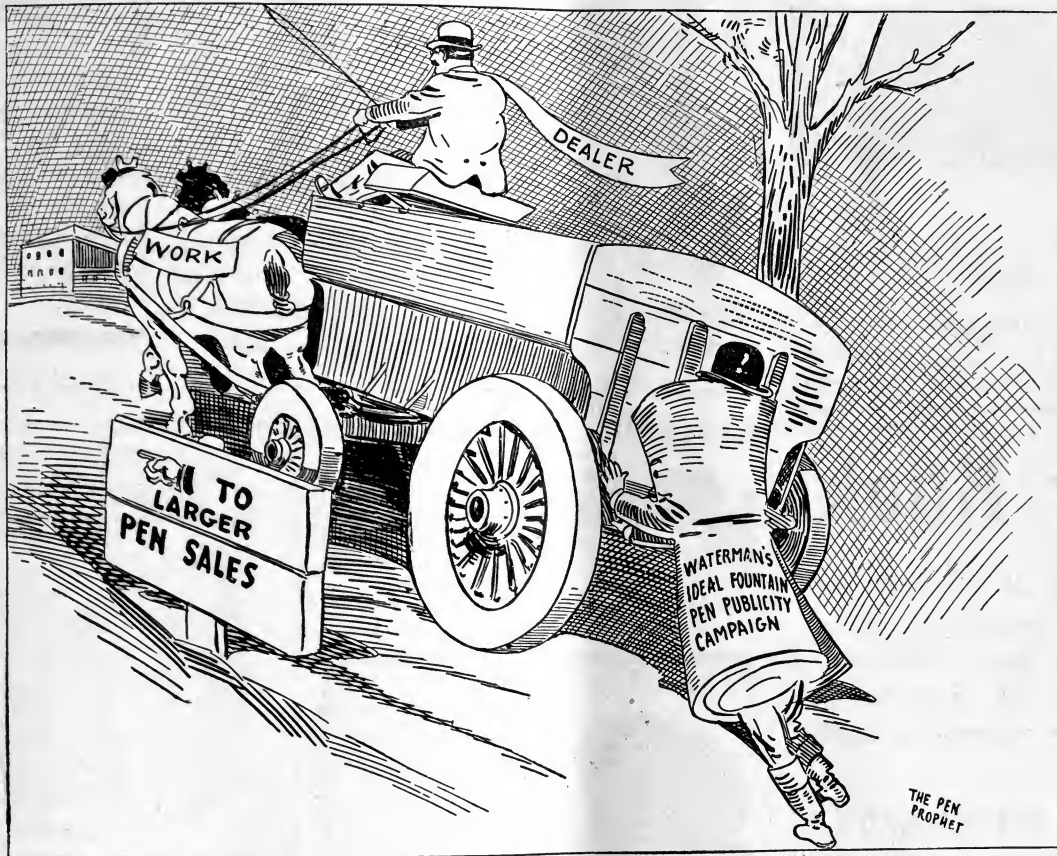
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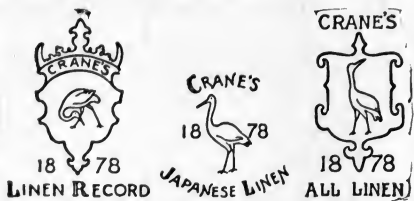
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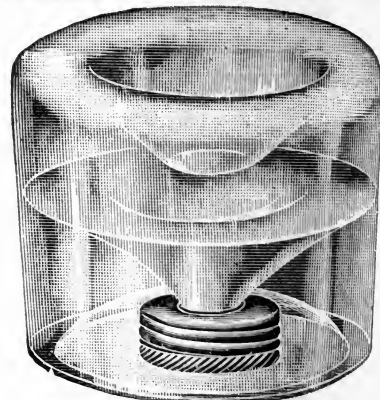


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